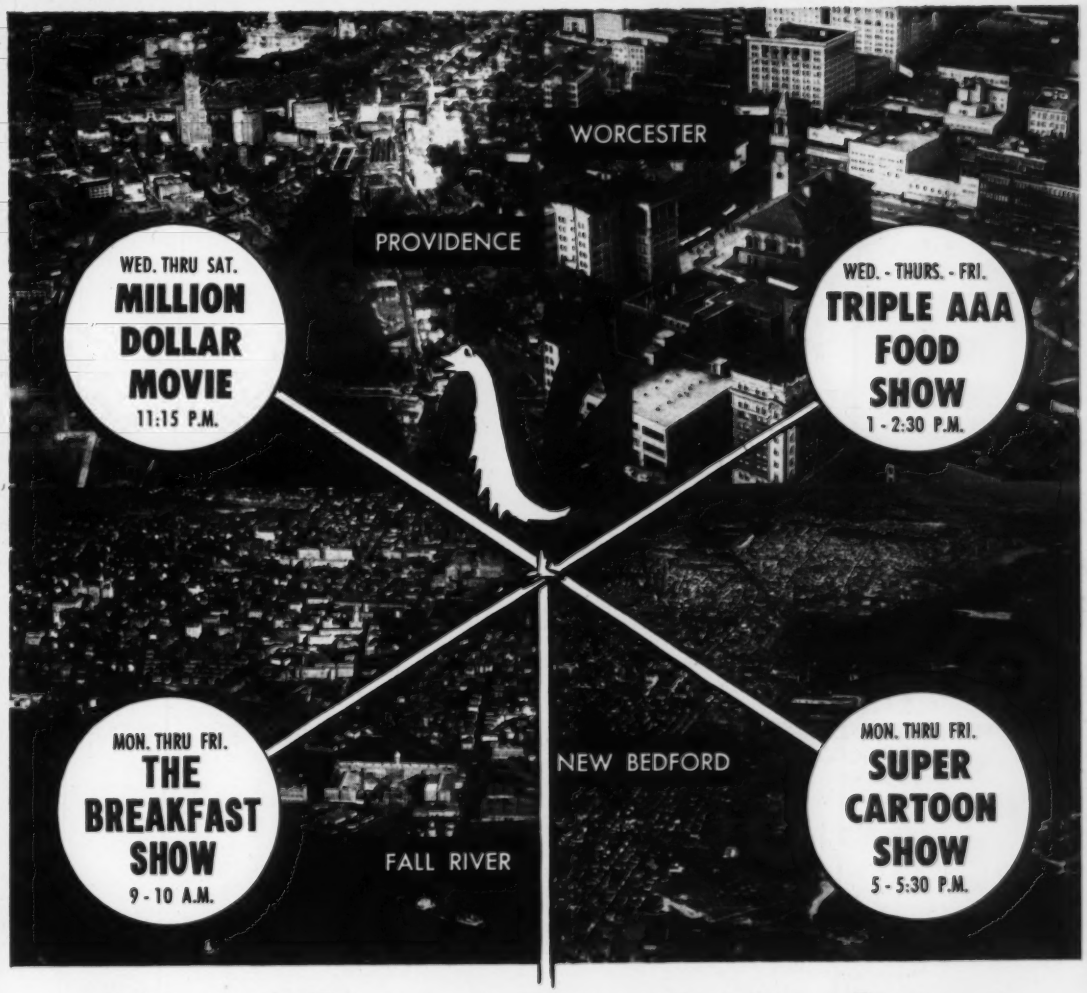
OCTOBER 31, 1955 35c PER COPY

BROADCASTING TELECASTING

THIS ISSUE:

25TH year



Big 4 Shows! Big 4 Markets!

Big 10 Does It!

WJAR-TV DOMINANT 10

★ Embraces All Of Southern New England . . . PLUS Brockton, Taunton, New London and The Cape as well. Details on BIG 10's BIG 4 from any WEED TELEVISION office.

WJAR-TV PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

KSLA-FULL POWER -NOV. 15

LOWEST COST PER THOUSAND

...because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

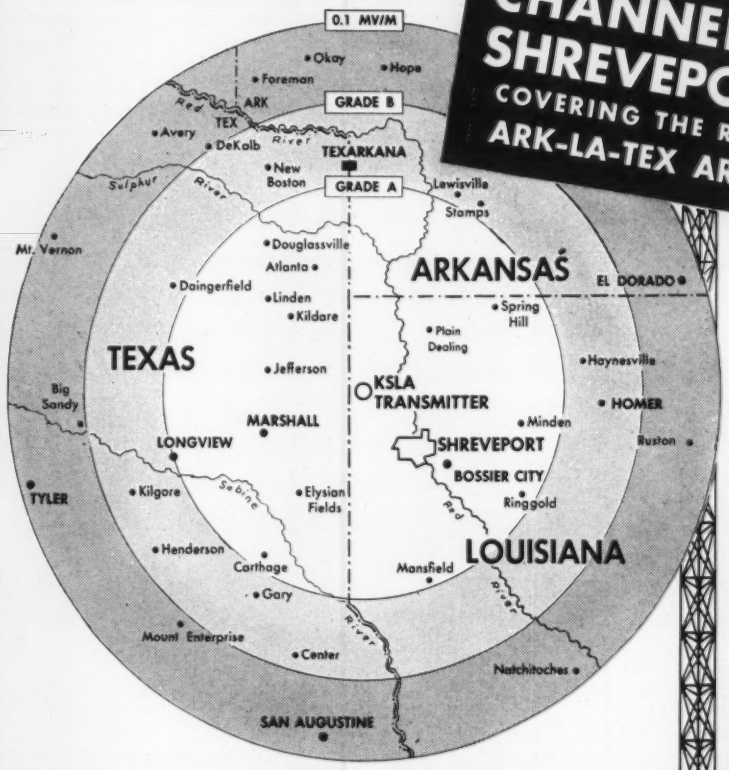
Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

22 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 22 months of telecasting to its credit.

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...
More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA



Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

...and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

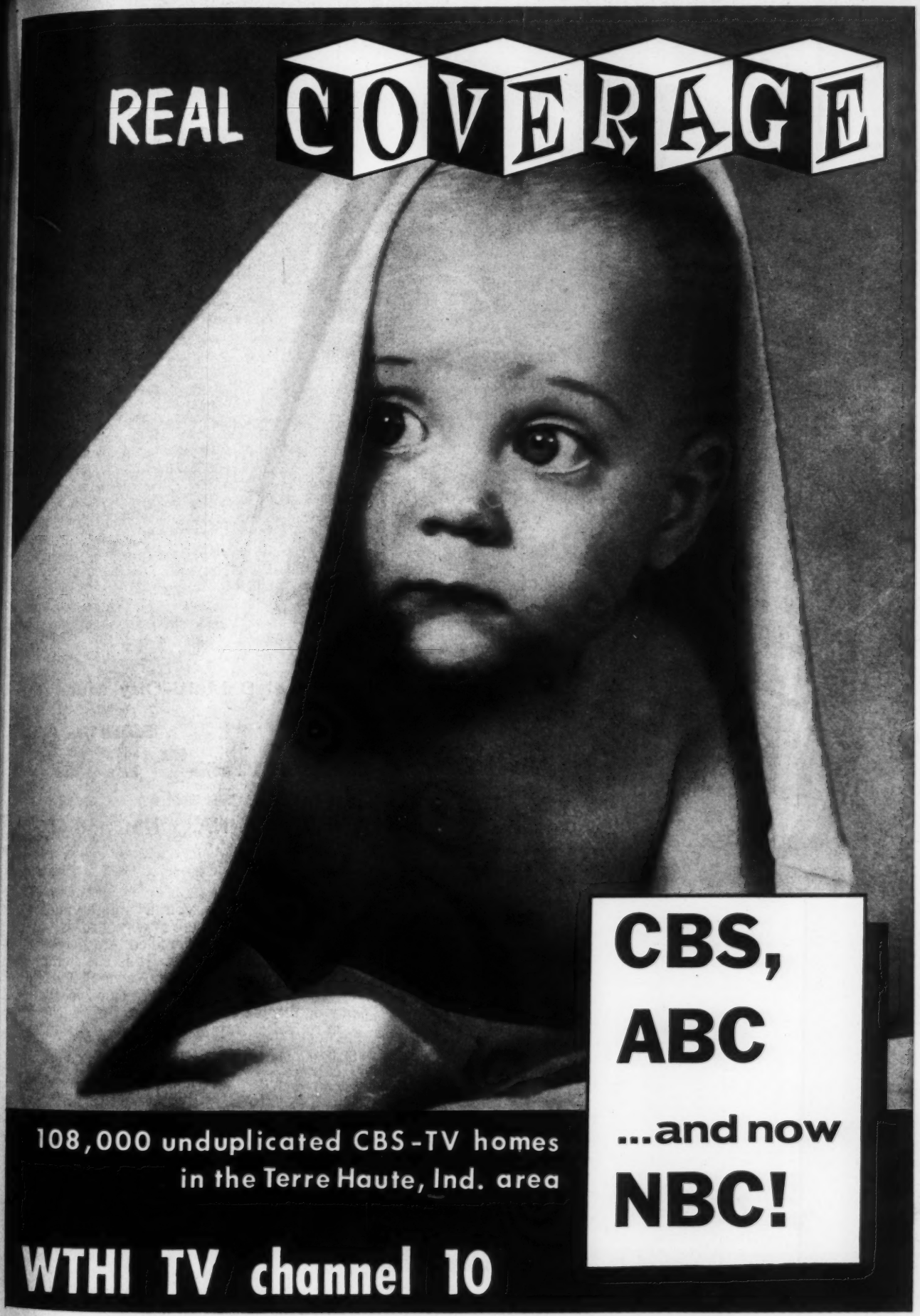
Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC



Represented nationally by the Bolling Company — New York — Chicago

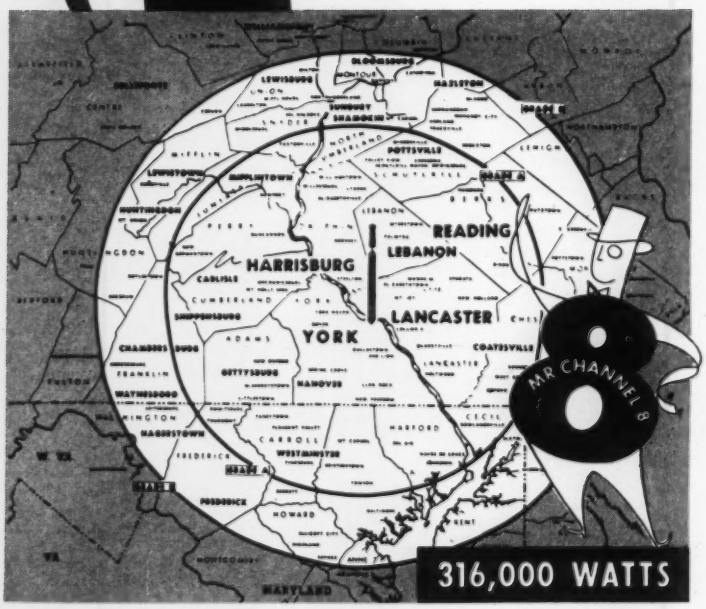
Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

your
go-sign
for
sales

in the great Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS



This market offers you a unique sales opportunity, and here's why. It is a *multi-city* region, a diversified, prosperous area, a spending market. It is the home of 3½ million people who own 912,950 TV sets and have an effective yearly buying income of $5½ billion. Follow the sign for sales. Buy WGAL-TV.

Steinman Station Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York • Chicago • Los Angeles • San Francisco

closed circuit.

POLITICAL PRICE TAG • NBC may sell its 1956 political convention and election coverage in one of three different ways. If single advertiser takes whole package, price will be $5 million. If two advertisers split it, their cost will be $2.75 million each. And if there's three-way sponsorship, price will be $2 million each. Philco, which sponsored in 1952, is expected to take one share if it's multi-sponsored (early story page 29). Package will include two hours on Sunday preceding elections—one for Democrats, called *Donkey*, and one for GOP, called *Elephant*—in addition to coverage of both nominating conventions and election returns.

B•T

PACIFIC Telephone and Telegraph Corp. has started $1 million installation of radio and tv lines in San Francisco's Cow Palace in anticipation of special event coverage of Republican nominating convention to begin next August. There now are two tv lines and six radio lines permanently installed. Between now and next August these facilities will be upped to 40 tv circuits and at least 100 radio channels, more if needed. Aside from Cow Palace links, PT&T must connect major hotels where various candidates will headquarter. Phone officials describe it as the greatest technical installation to date. Two hops are required for tv circuits, most of which will be microwave relays, because of hilly terrain.

B•T

ANTI-FREEZE • Don't look for action this week by FCC on deintermixture or rule-making proceedings involving tv allocations, in pursuance of tentative votes taken during Oct. 17 week. One highly placed legislator, concerned over reports that FCC might invoke "soft freeze" this week in line with some pending petitions, was assured by one of three FCC members in Washington by long distance that there was little prospect of any definitive action now and that he was confident no freeze would be imposed.

B•T

LOOKS as though freshman Commissioner Richard A. Mack may be swing man on vhf-uhf allocations decisions. Although not hard and fast, line up as of moment seems to be like this: For immediate action on pending deintermixture and vhf grants—McConnaughey, Lee and Doerfer. For delay on these while rule-making proceeding is instituted—Hyde, Webster and Bartley. That leaves Comr. Mack in middle. Florida commissioner has tried to wade in slowly while he acquires background on problems, but he may have to cast vote in order to break tie.

WHILE IRON IS HOT • Revlon Products, New York, will put stock on public sale in next two weeks. Conversion to public stock company has been considered for some time, but fabulous success of its television property, *$64,000 Question*, is believed to have been deciding factor in making public offer now.

B•T

MEANWHILE, Revlon has quietly appointed Norman, Craig & Kummel, New York, as its agency for new product, Silicare, hand cream, with budget of around $1 million. Agency, which handles major portion of Revlon account, will place newest product on $64,000 Question.

B•T

JWT'S NEW MEDIA SETUP • Ruth Jones, timebuyer supervisor on Procter & Gamble account at Compton Adv., New York, is leaving to join J. Walter Thompson Co., New York, as a head group timebuyer, marking reorganization of JWT's entire media department. Details will be announced shortly, but new plan understood to include group associate media directors. Bert Mulligan, timebuyer at Compton, reportedly is in line to succeed Miss Jones at that agency as supervisor for P & G, although no replacement has been announced officially.

B•T

FLURRY of excitement last week over NBC letter to Westinghouse-owned WPTZ (TV) Philadelphia giving 90-day cancellation notice of affiliation was clarified Friday when it developed notice was more technical than otherwise. NBC contract with WPTZ has automatic renewal provision and NBC wants to renegotiate some clauses. At first, thought was that cancellation notice had connection with NBC-Westinghouse stations sale-swap, now pending at FCC, but this was vigorously disclaimed by officials on both sides.

B•T

BLACK SHEEP • Although Westinghouse isn't too happy with NBC Radio's new *Weekday* expansion of *Monitor* sales and programming concept, one of its stations, WOWO Fort Wayne, is among those affiliates which have signed new affiliation contracts that embrace such new sales principles (also, see INTERVIEW with NBC's Robert W. Sarnoff, page 35). Other NBC Radio affiliates in Westinghouse group reportedly have been given cancellation notices but these are said to be technical moves to permit further negotiations on specific terms—a la notice to WPTZ (see above)—and to have been issued before new affiliation forms were distributed.

B•T

HIGH COMMAND of Radio Advertising Bureau may embrace two rather than single top executive in event Kevin Sweeney, incumbent president, decides to leave to enter private station ownership or accept offer from one of networks (it's understood both NBC and CBS have talked with him). Mr. Sweeney, who has been offered attractive new five-year contract, may decide to remain and, if he does, he probably will be buttressed by executive vice president. If he leaves, selection committee proposes to appoint two executives as president and executive vice president, respectively.

B•T

QUICK SERVICE PLAN • To spell out how FCC can immediately serve public in number of major markets by expediting action on pending cases thus providing additional urgently needed tv outlets, Robert H. Hinckley, ABC's Washington vice president, will submit "feasibility list" to FCC this week. He will follow approach of ABC President Robert E. Kintner, that there should be no arbitrary limitation of stations and that evolution of tv may see four or five networks rather than three (story page 51).

B•T

FEARS that NARTB President Harold E. Fellows had suffered relapse last week when he returned to Boston hospital were quickly dispelled when it was learned he merely was having routine checkup after attack of virus pneumonia. Mr. Fellows will be unable to attend this week's regional meeting at Colorado Springs but staff associates hope he will be able to attend last two meetings at Omaha and Dallas.

B•T

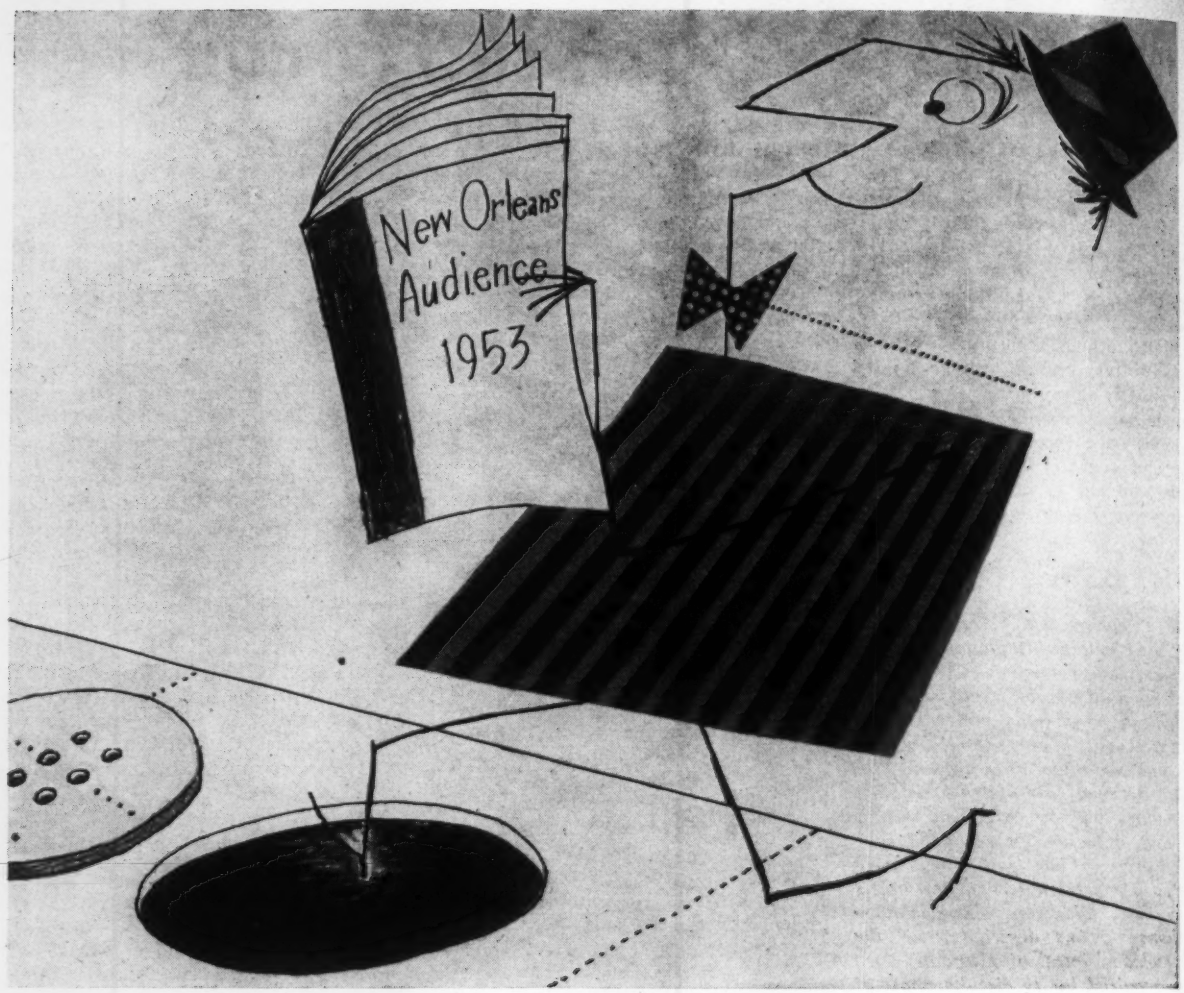
SAFE SEPARATION • Some surprise has been expressed regarding prospective assignment of Hartford's ch. 3 to Providence as this would conflict with 60-mile separation required for adjacent channels. Ch. 2 is assigned to Boston, only 46 miles from Providence. However, proposed assignment for Hartford's ch. 3 is Westerly, R. I., more than 35 miles southeast of Providence, well over 60 miles from Boston. There was no attempt to disguise fact that those favoring moving ch. 3 to Westerly are, in fact, aiming to use it for Providence.

B•T

DAN POTTER, television executive, William Esty & Co., New York, expected to join Edward Kletter Assoc., New York, as executive vice president.

B•T

AUTOMATION PROGRESS • While technical data on performance of 50 kw non-directional and directional radio transmitters in remote control tests are being kept under cover until experiments are complete, it's known that results surpass fondest hopes of engineers.



Living dangerously . . . in New Orleans

You can do a lot of living in New Orleans' lot of past . . . but in radio it's dangerous. Not *could* be. *Is*

Because until as recently as two years ago the heretofore showed a radio station named WTIX smack on the bottom of an eleven station market.

Then Mid-Continent took over and ten months later WTIX was New Orleans' number 1-rated station.

It's been at or near the top ever since.

A drastic upset in time-buying habits has followed this upheaval in the New Orleans listening habit. How old is your New Orleans story? That old? Call Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

the new WTIX
New Orleans 16, La.

at deadline

RCA to Seek $100 Million In First Public Financing

PLANS to offer $100 million of 25-year convertible subordinated debentures to RCA common stockholders in November being announced today (Mon.) by Brig. Gen. David Sarnoff, RCA board chairman. Offering is subject to market conditions and other factors.

According to RCA, debentures will comprise only outstanding senior obligation except for $150 million of promisory notes 1970-77 sold to insurance companies. Subscription rights will be mailed to common stockholders about middle of November with debentures offered in ratio of $100 principal amount for each 14 shares of common stock held of record.

RCA said offering represents its first public financing. Registration statement covering proposed offering was filed Friday with Securities & Exchange Commission. Lehman Bros. and Lazard Freres & Co. will manage nationwide group of investment bankers to underwrite offering.

Some of proceeds will be for working capital needed for expanded business volume, with part of proceeds, supplemented by other RCA funds, to be used for property additions and improvements as well as for further "expansion and development" in electronics research, manufacturing and services. RCA said 80% of its business this year will be in products and services introduced during past 10 years; that sales of products and services in first nine months of 1955 reached $740,662,000, for 12% increase over comparable period last year (1954 was largest volume of RCA business) and highest in any like period in RCA's history. This year's sales volume is expected to go over $1 billion, RCA said.

Color's Potential Cited By NBC's Eiges

COLOR tv's unusual opportunities for public relations profession and its "perfection" as medium in that field should encourage public relations people to start planning color tv use now, Sydney H. Eiges, NBC vice president in charge of press, said Friday.

Speaking before second annual Middle Atlantic Public Relations Conference, Washington, D. C., sponsored by Public Relations Society of America, Mr. Eiges said tv, with color added, "takes on an even greater role in the communications picture." He cited public relations possibilities of color documentaries, such as travel films, studies of industries and trades, as well as fashion, home decoration and gardening programs.

Mr. Eiges said NBC programs more than 40 hours live color monthly with color signals now available in areas covering more than 90% of all U. S. tv homes.

RCA Cites Color Demand

RCA reported Friday that survey of its distributors and dealers throughout country indicates "unprecedented demand for color tv receivers." C. P. Baxter, general manager, RCA Victor television division, said demand for sets continues with possibility of color receivers in short supply "during months ahead."

Mr. Baxter said survey showed that during World Series period, 68 RCA color sets were sold in Cincinnati; 109 in Philadelphia; 181 in Los Angeles. He attributed demand for color sets to expanded color tv programming and RCA's stepped up advertising campaign.

TOLL TECHNIQUES

TECHNICAL discussion set for Wednesday on pay tv techniques, featuring Jerrold Electronics Corp., Philadelphia, and Skiatron Electronics & Television, New York, by New York section of Institute of Radio Engineers at auditorium of Engineering Society Bldg., 33 W. 39th St., New York at 7 p.m. [CLOSED CIRCUIT, Sept. 12]. Slated to appear: Donald Kirk Jr., vice president and director of research and development, Jerrold, who will emphasize technical as well as economic aspects of wired subscription tv system and will suggest how scrambled tv system codes can be broken; William J. Shanahan, chief engineer, and John H. Laub, consulting physicist and director, Skiatron, who will give technical description of firm's pay tv system.

NARTB Region 5 Agenda Announced; Meet Set Nov. 7-9

AGENDA was released Friday for NARTB Region 5 Conference at Fort Des Moines Hotel, Des Moines, Monday-Wednesday, Nov. 7-9. Region includes Districts 10 and 11, representing broadcasters from eastern S. D., Iowa, Minn., Mo., Neb., and N. D. Speakers are:

Monday (Radio Day): A. Prose Walker and Charles H. Tower, NARTB engineering and employer-employe relations managers, respectively; John McDonald, farm director, WSM Nashville; Henry B. Clay, KWKH Shreveport, NARTB Radio Board chairman.

Tuesday (Association Day): Joseph M. Sitrick and Vincent T. Wasilewski, NARTB publicity-information and government relations managers, respectively; Harold Fellows, NARTB president, FCC Comr. Rosel H. Hyde.

Wednesday (Television Day): Thad H. Brown Jr., NARTB tv vice president; Floyd Kalber, news director, KMTV (TV) Omaha; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Mr. Tower.

IT'S MUTUAL

PROOF that people are people with common likes wherever they are came last week in first Nielsen report on British tv audiences, revealing that among families whose sets are equipped to receive new commercial service as well as BBC programs, top ranked show was *I Love Lucy*, with 94% share of audience. Second was *Sunday Night at the Palladium* (all-star variety show) with 93%. Other commercial tv programs, in competition with BBC fare, varied from *Lucy*'s 94% high to low of 11% of audience. Homes with old unconverted sets can receive only BBC programs, but Nielsen reports this number steadily dwindling.

• BUSINESS BRIEFLY

HUDNUT TO SSC&B • Hudnut Sales Co., N. Y., appoints Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising for its cosmetic division, including DuBarry treatment, makeup and hair products and Richard Hudnut light and bright hair preparations. Media plans as yet undetermined.

NETWORK SATURATION • Studebaker-Packard Corp., South Bend, reportedly has purchased $100,000 one-week "saturation" campaign on NBC Radio (Nov. 20-26) on behalf of 1956 Studebaker. Placed through Benton & Bowles, N. Y., order calls for 78 commercial announcements on such NBC Radio shows as *Monitor, One Man's Family, People Are Funny, Dragnet, Great Gildersleeve, Fibber McGee and Molly, Radio Theatre,* and several news shows.

INTRODUCTORY CAMPAIGN • National Biscuit Co., N. Y., placing five-week tv introductory campaign for its Shredded Wheat Jr., effective Nov. 10, in 35 southwest markets, using live participations in children's shows, and starting Nov. 15 in 30 southeastern markets for Wheat and Rice Honeys, using participations in women's and children's shows. Kenyon & Eckhardt, N. Y., is agency.

MORE FOR MATINEE • Latest advertisers reported to have signed for participations on NBC-TV's *NBC Matinee Theatre* (Mon.-Fri., 3-4 p.m., EST), which will be launched today (Monday) are Block Drug Co. and Sylvania Electric Corp., pushing "pre-sold" gross billings of series to about $3,650,000. Block Drug and Sylvania said to have purchased 30 participations each, raising number of participations already sold to 436. Pre-sold gross billings figure tops $2 million mark attained by *Home* before it went on air.

FLUFFO SPOTS • Procter & Gamble Co., Cincinnati, buying varied schedule of 13 to 36 weeks of radio-tv spots for Fluffo shortening in 50 southern markets, using approximately 75 stations, beginning Nov. 7. Agency is Biow-Beirn-Toigo Inc., N. Y.

TELEGRAM FOR B&B • Western Union Telegraph Co. appoints Benton & Bowles, N. Y., as its advertising agency for radio and television advertising, effective Nov. 1, and for all other media effective Jan. 1.

STUDIO SALES • Studio Films Inc. has sold its musical transcription library to 33 tv stations, and *Showtime* musical comedy series to KIDO-TV Boise, Idaho, for Sexty's (jewelers); KLAS-TV Las Vegas for Famlee Bread; WHUM-TV Reading, Pa., and KEYT-TV Santa Barbara, Calif.

CBS-TV Gets Basketball

SCHEDULE of 15 basketball games featuring Big Ten colleges, plus two National Invitation Tournament contests and one appearance by Harlem Globetrotters, will be on CBS-TV (Sat., 3-4:45 p.m. EST), starting Dec. 3 and ending March 4. NIT appearance is said by network to be first time in history of tournament that games will be telecast over national tv network.

There's A Best Buy In Every Market...

and in

KANSAS CITY SYRACUSE
PHOENIX and OMAHA
it's **The Meredith Station:**

Here's Why

Smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management — these are the things which make one station stand out in every market.

The 8 Meredith stations have all of these factors. That's why discriminating local advertisers buy their local Meredith station. National spot buyers also know that the smart buy in Kansas City, Syracuse, Phoenix and Omaha is the Meredith station!

Like we've been telling you, "It's easy when you know how" . . . and Meredith people do know how to make your advertising dollars most effective.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

at deadline

Pittsburgh Ch. 11 Grant Stayed by Appeals Court

GRANT of ch. 11 Pittsburgh to WWSW Inc. stayed Friday by U. S. Court of Appeals in Washington. Court said stay remains in effect until five days after FCC acts on petition for reconsideration filed last summer by ch. 16 WENS (TV) Pittsburgh. Stay was argued Thursday (see story page 83) and was second request for stay filed by Pittsburgh uhf station. WENS filed application to change to ch. 11 after hearing between WWSW and WJAS, both Pittsburgh, had begun. Grant came after competitors agreed to merge.

Commission returned WENS application on ground filing was too late. WENS appealed this action, asked for stay, but was denied. WENS filed protest against grant but FCC said protest procedure was erroneous since grant came after hearing. Stay issued Friday based on appeal by WENS from this FCC ruling. Friday's court order means WWSW must cease construction for period of stay.

More Allocations Shuffling Asked by FCC Petitioners

MORE requests for tv allocations changes involving deintermixture, partial deintermixture and one drop-in handed FCC Friday.

Most controversial request was that of ch. 26 WTSK-TV Knoxville, Tenn., which asked Commission to deintermix that city. Move would involve shifting to Knoxville of ch. 7 from Spartanburg, S. C., which is presently assigned to Spartan Radiocasting Co. Spartanburg ch. 7 station is not yet on air because of hearing on proposed transmitter site move. In addition to WTSK-TV, Knoxville has one vhf station operating (ch. 6 WATE [TV]).

WGBR Jessup, Ga., asked FCC to add ch. 8 to Brunswick. W. Glenn Thomas Sr., WGBR owner, urged Commission to adopt plan of ch. 30 WOBS-TV Jacksonville, Fla., creating partial deintermixture in Jacksonville by shifting ch. 7 to Savannah, Ga., thus making it possible to add ch. 8 to Brunswick and meet separation requirements.

At Lubbock, Tex., Texas Technological College requested FCC to change commercial designation of ch. 5 there to make it available for educational use.

N. Y. State Appoints Broadcast Advisory Group

FORMATION of 11-member New York State Dept. of Commerce radio-television advisory committee announced today (Mon.) by state commerce commissioner Edward T. Dickenson. Committee is headed by Michael R. Hanna, WHCU Ithaca general manager and president of New York State Assn. of Radio and Tv Broadcasters. Others on committee are: Hamilton Shea, WRCA-AM-TV New York; Robert Hanna, WRGB (TV) and WGY Schenectady; George Dunham, WNBF-AM-TV Binghamton; J. J. Bernard, WGR-AM-TV Buffalo; Simon Goldman, WJTN Jamestown; Nathan Strauss, WMCA New York; Carl Ward, WCBS New York; Morris Novik, WOV New York; Glover Delaney, WHEC-AM-TV Rochester, and E. R. Vadeboncoeur, WSYR-AM-TV Syracuse.

AFTER YOU, ALPHONSE

POLITICAL candidates don't always jump, *per se*, at chance to appear on television free—at least not in televised debate.

This rare fact was disclosed in considerable detail in Philadelphia where WPTZ (TV) has offered rival Democratic and Republican mayoralty candidates hour for televised debate.

It all began with WPTZ newsman Taylor Grant reporting campaign between Thatcher Longstreth, Republican candidate, and Richardson Dilworth, his Democratic opponent for mayor.

WPTZ General Manager Rolland V. Tooke decided to climax Mr. Grant's televised journalism by offering candidates an hour on station to debate issues.

Both accepted, with reservations. Each insists that other speak first. Mr. Dilworth wants 15-minute speaking periods. Mr. Longstreth wants 12. In following question and answer period from studio audience, each candidate wants to talk only on certain subjects. Both have stipulations about how questions will be answered and to whom they may be directed. Other differences are whether candidates shall talk only about each other and issues or "whole ticket and the party." Mr. Dilworth insists debate not be held on Sunday.

Mr. Grant is ready to moderate debate when, and if, candidates can agree.

Three Radio Sales Filed With Commission

CHANGES in ownership of three radio stations involving total considerations of $160,000 were filed with FCC Friday.

Biggest sale involved transfer of control of KFOX Long Beach, Calif., by F. A. Fetsch to W. T. McDonald for $75,000. Mr. Fetsch sells 45% interest to Mr. McDonald, increasing latter's holding to 90%. KFOX operates on 1280 kc with 1 kw.

WTIK Durham, N. C., is being sold by WTIK Inc. to Hugh Holder for $5,000 plus assumption of $69,000 in obligations. Mr. Holder is one-third owner of WMYB Myrtle Beach, S. C. James L. Howe is WTIK president. WTIK operates on 1310 kc, 1 kw day and 500 w night.

In Monterey, Calif., Frederick A. Gwynn is selling 75% interest in KMBY to B. P. Timothy, sales manager, for $10,000. Mr. Gwynn will retain 25% interest. KMBY operates on 1240 kc, with 250 w.

UPCOMING

Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York.

Nov. 6: Indiana Radio-Tv Newsmen Semi-Annual Meeting, WIRE Studios, Indianapolis.

Other Upcomings See Page 105

PEOPLE

DONALD D. BURR, 33-year-old vice president in charge of sales, Hazel Bishop Inc., N. Y., for past three years, elected president of cosmetic concern, **RAYMOND SPECTOR,** chairman, announced. Mr. Spector is also head of Raymond Spector agency, which services Hazel Bishop account. He also announced that sales and earnings for current quarter which ends this month are running well ahead of any previous quarter in history of company. Hazel Bishop will spend approximately $3 million in radio and television for coming year. Firm sponsors *This Is Your Life* on NBC-TV, tv spot campaign and has just purchased daytime segments on CBS Radio (see story, page 62).

NEWMAN F. McEVOY, vice president and director of media, Cunningham & Walsh, N. Y., elected to agency's board of directors. Mr. McEvoy has been with C&W since 1928.

JACK BARD, director of media and media research, Weiss & Geller Inc., Chicago, appointed vice president.

JOHN E. SURRICK, formerly assistant to president, WAKR-AM-TV Akron, named local sales manager of WPEN Philadelphia. Before joining Akron stations he was vice president and general manager of WFBR Baltimore and before that with WFIL Philadelphia.

LEO A. JYLHA, formerly with WBCK Battle Creek and WJIM Lansing, appointed general manager of WBCM Bay City, Mich. **CHARLES A. ANTHONY,** former program director of station, named WBCM commercial manager, and **ROBERT BENKELMAN,** former staffer, promoted to program director.

PERRY B. FRANK JR., formerly with DuMont tv spot sales, named ABC-TV sales department account executive. He reports to **WILLIAM C. GILLOGLY,** recently appointed ABC-TV eastern sales manager.

RICHARD C. DAWSON, formerly with Paul H. Raymer Inc., station representatives, named salesman, NBC-TV.

PAT McDERMOTT, CBS-TV press information manager, Hollywood, resigns effective Dec. 1.

Small Economy Size Tv Sought in Puerto Rico

NEW low-power tv station on ch. 9 at Ponce, Puerto Rico, is sought by American Colonial Broadcasting Corp., FCC announced Friday. Station would operate with 826 w visual and 413 w aural and will be equipped with Adler Communications Labs' complete small tv station package costing $15,937.

Total construction cost estimated at $18,937, first year operating cost at $45,000 and first year revenue at $90,000. American Colonial, owned by Ralph P. Perry, is licensee of WKVM San Juan and applicant for new ch. 11 tv station at Caguas, P. R.

Another Merger Talked

EXPLORATORY discussions looking toward merger of Stewart-Warner Corp. (electronic, automotive equipment), Chicago, and McGraw Electric Co. (toasters, heaters, electric utility goods), Elgin, Ill., reported underway Friday. Purpose of merger would be to effect diversification, economy of operation and financial strength. Firms described as of relatively same size, with S-W recording sales of nearly $93 million and McGraw $134 million last year.

the week in brief

WNEW SOLD FOR $4 MILLION

New York independent draws highest price in radio station history. Buyers: Jack Wrather, John Loeb, Dick Buckley 27

THE ANA MEETS IN NEW YORK

Sessions of 46th annual convention of Assn. of National Advertisers get underway today 28

THE POLITICAL DOLLAR

It's a big item in 1956 media considerations, and should double 1952 spending. A comprehensive B•T status report 29

THE TIMEBUYER WANTS FACTS

Benton & Bowles media analyst describes the tools available for computing coverage—and the ones wanting—for RTES Timebuying & Selling Seminar 31

TWO LOOKS AT NETWORK RADIO

Network radio is a loss item at NBC, and they'd be satisfied if it could break even, Executive Vice President Robert W. Sarnoff says in exclusive interview with B•T editors 35

ABC, on the other hand, thinks the medium can be made to pay off—else it wouldn't be in business. President Robert Kintner explains 51

HOW EFFECTIVE IS TV?

Pollster Gallup & Robinson Inc. thinks it has a way to test whether people really buy because of tv commercials 57

THE FARM TV COUNT

Another installment in B•T's continuing report on rural set ownership. This issue: Illinois, Indiana, Mississippi 60

RETAIN YOUR PROGRAM CONTROL

Swezey warns broadcasters at fifth NARTB regional meeting in San Francisco 70

NARTB PAY TV STAND HIT

Zenith says trade association's board is network-dominated, protests one-sideness of information to industry 75

FCC-NETWORK TALKS CHALLENGED

WTRI (TV) says conversations between Commission and CBS nullify decision in Albany-Schenectady-Troy deintermixture case 82

CHICAGO WANTS NETWORK SHOWS

Movement to recapture lost originations gains momentum 88

RECORDED TELEVISION

It's taking on proportions of giant industry-within-industry, Academy of Television Arts & Sciences hears in Hollywood 90

HOW BEST TO PROMOTE

NBC Spot Sales clinic delves into mechanics of penetrating the "gray flannel curtain" 90-C

departments

Advertisers & Agencies	28	Government	82	On All Accounts	24
At Deadline	7	In Public Interest	95	Open Mike	16
Awards	93	In Review	14	Our Respects	20
Closed Circuit	5	International	94	Professional Services	93
Colorcasting	64	Lead Story	27	Programs & Promotion	97
Editorial	106	Manufacturing	90	Program Services	88
Film	83	Milestones	88	Stations	90-C
For the Record	97	Networks	88	Trade Assns.	70

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long
Vice President

H. H. Tash
Secretary

B. T. Taishoff
Treasurer

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
Edwin H. James

SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson

NEWS EDITOR
Fred Fitzgerald

SPECIAL PROJECTS EDITOR
David Glickman

ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher (Hollywood)

ASSISTANT NEWS EDITOR: Don West

ASSISTANT EDITOR: Harold Hopkins

STAFF WRITERS: Ray Ahearn, Ell Fritz, Jonah Gitlitz, Dawson Nail.

LIBRARIAN: Hilma Blair

EDITORIAL ASSISTANTS: Jacqueline Eagle, Kathryn Ann Fisher, Lamar Underwood, Audrey Weston, Norma Wooton

SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER
Maury Long

SALES MANAGER
Winfield R. Levi (New York)

SOUTHERN SALES MANAGER: Ed Sellers

PRODUCTION MANAGER: George L. Dant

TRAFFIC MANAGER: Harry Stevens

CLASSIFIED ADVERTISING: Wilson D. McCarthy
M. Gwen Moore, Jessie Young

AUDITOR-OFFICE MANAGER: Irving C. Miller

ASSISTANT AUDITOR: Eunice Weston

SECRETARY TO THE GENERAL MANAGER: Eleanor Schad

ART-LAYOUT: Duane McKenna

CIRCULATION & READERS' SERVICE

MANAGER
John P. Cosgrove

Frank N. Gentile, SUBSCRIPTION MANAGER; Sharlene Cappella, William Phillips, Barbara Seabrooke, Joseph Rizzo.

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355

Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK ASSIGNMENTS EDITOR: Rocco Famighetti, Frank P. Model, Selma Gersten, Beverly Berl

Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan, Marjorie Napoletano

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton
Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Wallace H. Engelhardt

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1955 by Broadcasting Publications Inc.

ratings...

HANDLE WITH CARE

Ratings, improperly used, can cause disaster. Properly employed, they can be invaluable to the telecaster, the advertiser, and, ultimately, to the viewer himself. When based on modern sampling techniques, today's ratings reach a standard of accuracy which more than fulfills the industry's needs.

Ratings are a *guide* . . . a means to an end and not the end itself. They are a highly sensitive audience measurement to be used side-by-side with experience, good judgment, and an awareness of all pertinent programming and marketing facts.

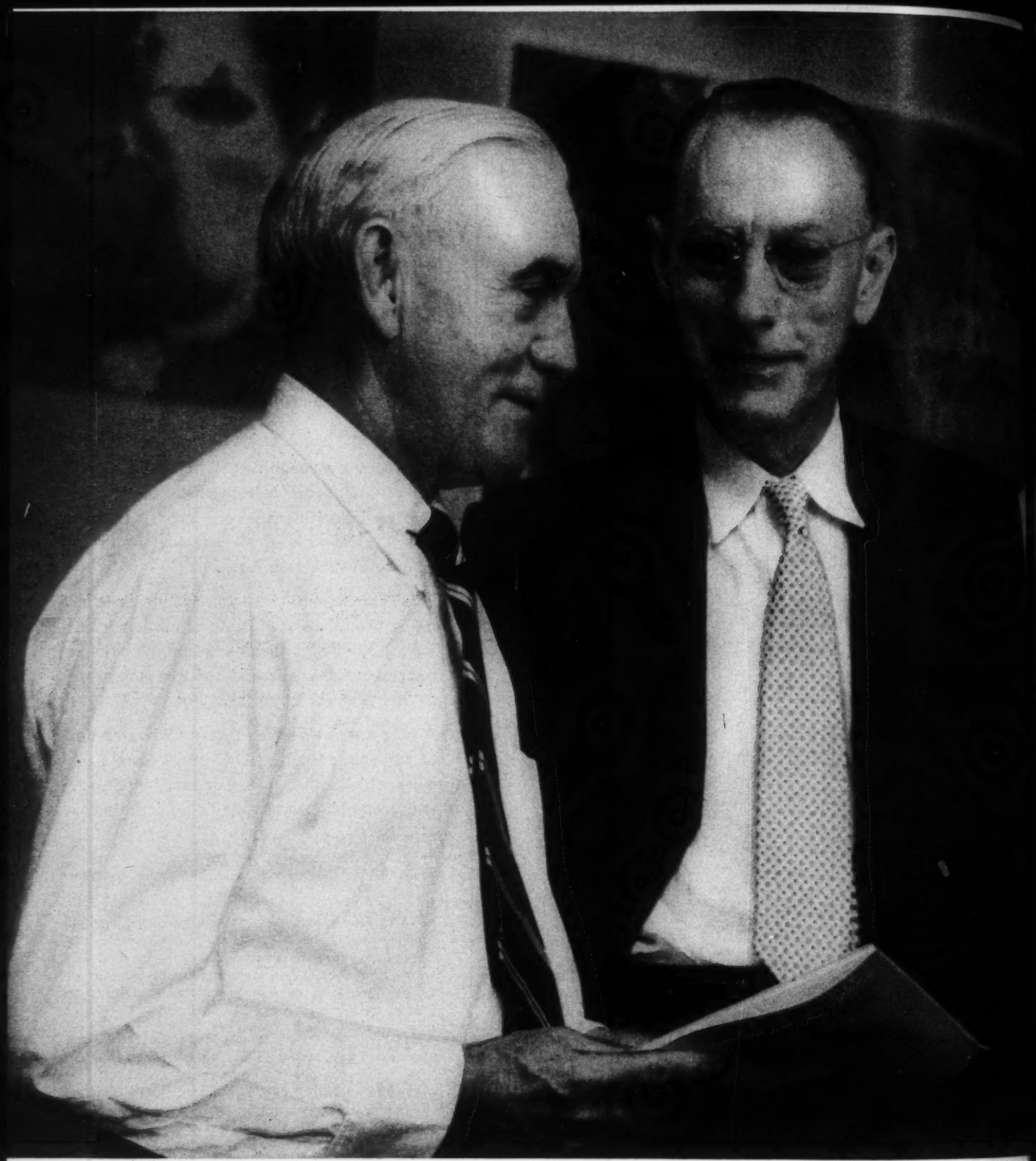
There's a good deal more to ratings than meets the casual eye. Quite often, important facts are hidden behind seemingly simple figures, and specialized knowledge is required to interpret their real meaning.

In the interest of better understanding of audience research, ARB offers some basic rules which will help assure more intelligent and profitable use of today's audience measurement figures:

- Use a reliable service and know the company behind it.
- Never base a firm decision on a single rating if it can possibly be avoided. Any one sample can fluctuate, unusual conditions may occur, and any program can have temporary audience gain or loss. Two or three reports will bring stability to most rating pictures.
- Know what is meant by standard deviation. Do not consider any rating difference meaningful unless it exceeds the plus-or-minus confidence range. For example a rating of 8.0 produced by a 400 home sample must vary nearly three points before the change should be considered significant.
- Study audience composition as well as the rating. A 5.0 rating with 50% of the viewers men will deliver a total of many more men than a 15.0 rating where only 10% of the viewers are men.
- When using more than one service, remember that different techniques measure different levels of viewing. Also, surveys not measuring the same weeks or the same geographic areas should not be expected to show the same result.

AMERICAN RESEARCH BUREAU, INC.

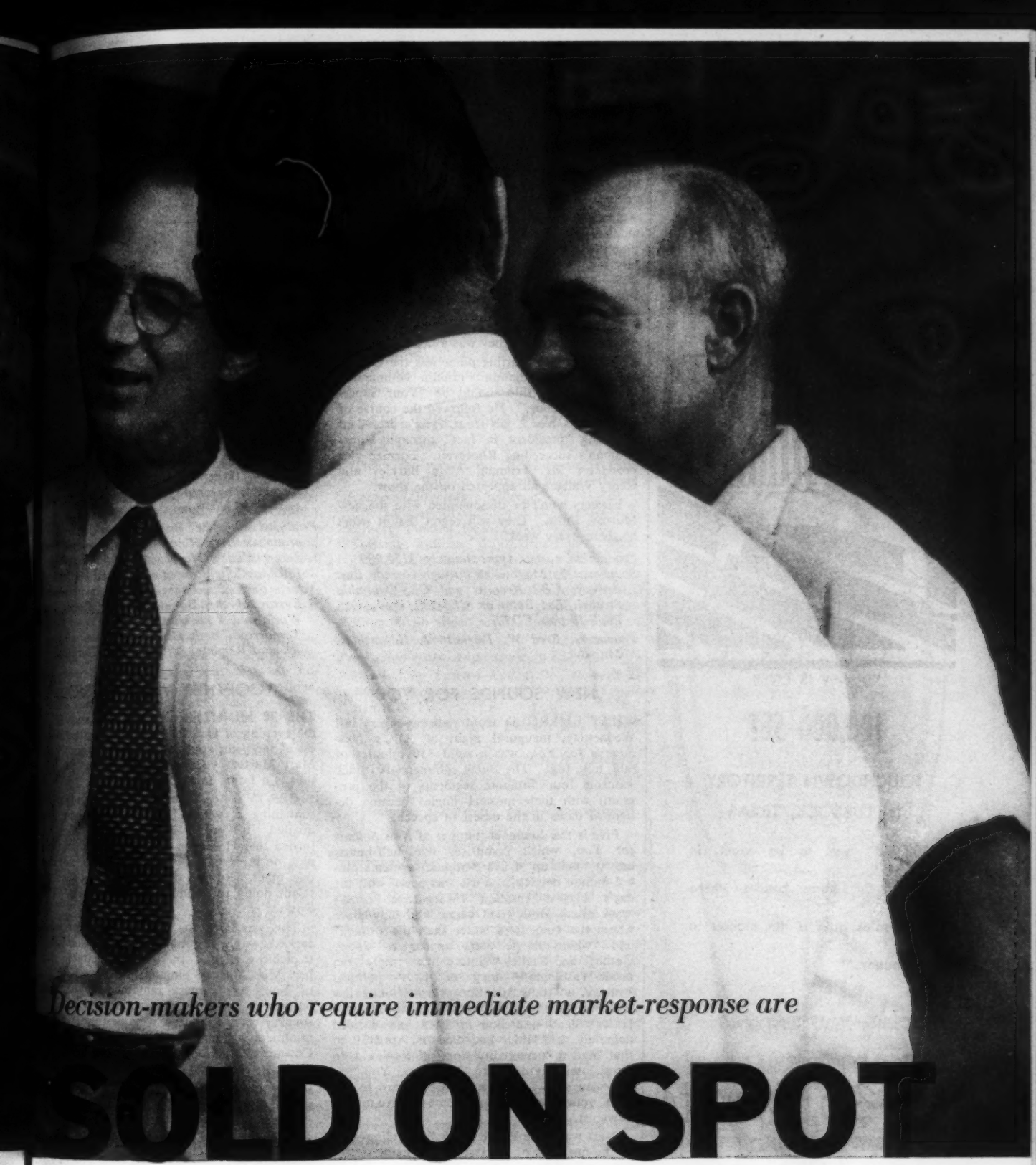
WASHINGTON • NEW YORK • LOS ANGELES



Florida Citrus Commission and its agency, Benton & Bowles, Inc., are Sold on Spot as a basic advertising medium

To move Florida fruit, processed or fresh, the Florida Citrus Commission puts more than 50% of its advertising budget into Spot Television. The use of day and night Spot in seasonal drives provides them with flexibility, economy and impact in selected mass audience markets.

Spot Television and Spot Radio can sell for *you*, too . . . whatever your product, whatever your desired audience group.



Decision-makers who require immediate market-response are

SOLD ON SPOT

An NBC Spot Sales Representative will show you how Spot can deliver your sales messages in twelve major markets, accounting for 45% of the nation's retail sales.

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago, Detroit, Cleveland, San Francisco, Los Angeles, Charlotte, Atlanta*, Dallas**

**Bomar Lowrance Associates*

From left to right, above, TOM SWANN, *Chairman Advertising Committee,* MARVIN H. WALKER, *Vice Chairman,* PAUL S. PATTERSON, *Director of Advertising, Florida Citrus Commission; (back to camera),* HARRY WARREN, *Vice President, Benton & Bowles, in charge Florida operations; and* ROBERT C. WOOTEN, *Chairman, Florida Citrus Commission.*

representing radio stations:

WMAQ *Chicago,* KNBC *San Francisco,* KSD *St. Louis,* WRC *Washington, D. C.,* WTAM *Cleveland,* KOMO *Seattle,* WAVE *Louisville,* KGU *Honolulu, Hawaii,* WRCA *New York and the* NBC WESTERN RADIO NETWORK

representing television stations:

KONA-TV *Honolulu, Hawaii,* WRCA-TV *New York,* WNBQ *Chicago,* KRCA *Los Angeles,* KSD-TV *St. Louis,* WRC-TV *Washington, D.C.,* WNBK *Cleveland,* KOMO-TV *Seattle,* KPTV *Portland, Ore.,* WAVE-TV *Louisville,* WRGB *Schenectady-Albany-Troy.*

hooray...

KDUB-TV IS OVER

100,000 SET

TOUCHDOWN TERRITORY
IN LUBBOCK, TEXAS

108,003* sets, to be exact, in Texas' Oil-Cotton Empire where retail-sales gain is 4th highest in the nation.**

*October 1, 1955 set count.

**Sales Management.

NOW 316,000 watts!
MOST POWERFUL TV IN WEST TEXAS

CBS

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr., E. A. HASSETT

SEE IT NOW

AN HOUR'S WORTH of Edward R. Murrow's *See It Now* stacks up twice as good as 30 minutes worth. Tv's acknowledged kingpin of documentaries is still at the top of the heap.

Last Wednesday night the first of a "spectacular"-type *See It Now* debuted. It was both timely and timeless. "The Great American Lottery"—the selection of the vice president of the U.S.—was a thinly-veiled editorial. While carefully avoiding any mention of the present incumbent, Mr. Murrow pointed out that the only thing that stood between the vice presidency and the presidency was a heartbeat.

Mr. Murrow's starting point was the Constitution—when Benjamin Franklin commented that the veep's title should be "Your Superfluous Excellency." He followed the course of the nation's No. 2 job from Tyler's precedent of being "president in fact" through Harry Truman's succeeding Roosevelt. Former vice presidents Mr. Truman, Alvin Barkley and Henry Wallace all appeared on the show.

Viewers won't be disappointed with the new Murrow show. They will regret that it won't be there every week.

Production costs: Approximately $150,000
Sponsored by Maybelline through Gordon Best Agency; CBS Records and CBS-Columbia through Ted Bates on CBS-TV, Wed., Oct. 26, 9-10 p.m. EDT.
Producers: Fred W. Friendly & Edward R. Murrow.

NEW SOUNDS FOR YOU

WHAT EMERGED from radio speakers last Wednesday, inaugural night of ABC's *New Sounds for You,* was a solid 150 minutes of talk, talk, talk. The Buick commercials (Buick sponsors four 5-minute segments of the program) with their musical jingles became delightful oases in the desert of speech.

Five is the dominant number of *New Sounds for You,* which comprises five half-hours, mostly made up of five 5-minute segments plus a 5-minute newscast. First was news, with the day's "biggest sensation" (Marguerite Piazza's crack about Hollywood being "the only place where the men dress better than the women" and "where movie stars appear in sloppy clothes" and Shelley Winters' angry reply), an inside-Washington story of GOP political strategy, a "trans-Atlantic exclusive" interview with the British secret agent who investigated Hitler's death-or-escape in 1945 and decided definitely that Hitler had died on April 30 of that year, a "personality story" (interview with Gov. James Byrnes) and "News and You," an interview with a heart specialist on how to live with your heart. Then came a five-minute newscast.

Next was "The World Anew," including visits to the final run of the last steam engine on the Long Island Railroad, Washington's Occidental Restaurant, the Maryknoll Seminary near Ossining, N. Y., NAM's traveling "Americade" exhibit and the New Haven tryout of the new Rogers and Hammerstein musical, "Pipe Dream." News, then "Your Better Tomorrow" —philosophy by a university professor, advice on avoiding in-law trouble by a family relations expert, on how to live by 90-year old Georgiana Carhart, on how to succeed by Dore Schary and on how to cash in on your hobbies by the author of a newspaper column on that subject. News.

Then, "Sound Mirror," with "Sounds of Today" (a police prowl car adventure), "Sounds of No Importance" (an auto running over manhole covers in several cities), "Sounds of Yesterday" (a Scottish mausoleum with a fantastic echo) and "Soundings" (an appeal for letters telling what the public wants from ABC's new evening programming). News and, finally, "Offbeat," with humor by Ernie Kovacs, "Futurescope" (detailed account of the reasons for Winchester, Va., having the nation's lowest juvenile delinquency rate), "Soloscope" (a sentimental monologue by David Ross) and "People in the News" (an interview with E.L.M. Burns, head of the U.N. Palestine truce team). "Offbeat" lived up to its name by having only three segments in 25 minutes instead of the usual five (the news interview taking the final five minutes of the half-hour).

Each segment was well conceived, written and presented. Each, by itself, was good radio. But it required attentive listening to turn its sounds into sense and two and a half hours of it added up to entirely too much talk.

Sponsored on the segmentation plan—Buick Div. of General Motors through Kudner Agency sponsored four 5-minute segments of Oct. 26 show only.
Produced by: ABC Radio network; executive producer: Drex Hines; asst. to executive producer: Nancy Mazur; production manager: Bill MacCallum; news and special events editor: Fred Sheehan; program supervisors: Events of the Day—Lawrence Dorn; The World and You—Jim Colligan; Your Better Tomorrow—Beth Hollinger; Soundmirror—Richard Rendely; Offbeat—Bob Clarkson.

TOGETHER WITH MUSIC

THE 90 MINUTES between 9:30 and 11 on the evening of Oct. 22 were perhaps the shortest of the year, contrary to Noel Coward's and Mary Martin's vocal admonition that "90 Minutes is a Long, Long Time."

CBS-TV's *Ford Star Jubilee* that night did something at which lesser spirits might have quailed. It took two memorable stars and turned them loose on their own—no contrived plot, no involved production numbers, not even one other actor to share the spot. Just raw talent doing the numbers they do best. They wowed 'em.

This was television, but the producer wasn't carried away with zooming in and out and about to achieve effects. In one unforgettable number, Miss Martin's singing "I Get a Kick Out of You," the camera remained on her face, letting her eyes and expressions and pure personality carry the piece, sans gestures. Similar treatment was given another show stopper, Mr. Coward's "Mad Dogs and Englishmen."

Worth mentioning: the terrific pace the two set for themselves that night began to tell at the end of the show. On Mr. Coward, anyway. In the closing duets his voice was about out of gas, but he made it gamely.

Above all, this was a personal triumph for the stars. All others concerned with the show deserve the highest commendation for letting them do it so well.

Production costs: Approximately $250,000
Sponsored by Ford Division, Ford Motor Co. through J. Walter Thompson Co. on CBS-TV, Sat., Oct. 22, 9:30-11 p.m.
Stars: Mary Martin and Noel Coward.
Director: Noel Coward; producers: a Lance Hamilton-Charles Russell production; Richard Lewine, executive producer for CBS-TV; Jerome Shaw, director for CBS-TV; music conductor: Toots Camarata; set designer: Robert Markel.

ALICE IN WONDERLAND

NBC-TV, the Hallmark Greeting Card Co., and producer-host Maurice Evans got together and came up with a happy combination of electronic wizardry, costuming, acting and singing that made one of the most colorful 90-minute spectaculars of this or any season. As the initial offering on the once-a-month *Hallmark Hall of Fame*, "Alice In Wonderland" was a well thought-out and executed show.

Yet, either because of or despite all the obvious hard work put into this production, much of the inherent simplicity of the Lewis Carroll stories of fun, nonsense (or just plain lunacy, if you wish), was sorely wanting. Instead of a Wonderland inhabited by strange, lovable creatures, it was a Paradise Lost of tv gimmicks, starring *not* 14-year-old British import Gillian Barber, but the video sleight of hand of the technicians.

The NBC-TV engineering staff must have had a wonderful time. One minute, Miss Barber was four foot six, the next she was down to three inches. And before you could wish anyone an unhappy birthday, she walked through opaque surfaces, talked to fading Cheshire cats and listened rapturously to Tweedledum and Tweedledee talk about Burr Tillstrom's puppet oysters. The cast likewise was a happy lot. Not only did they *seem* to be having a marvelous time as characters, but we're sure that they did as performers, too.

Ignoring for a minute the impracticality of transposing the world of Alice to the television set, where time and space limitations do not allow for much imagery, it was a cleverly-done, tuneful and adult show. (Let's face it—"Alice In Wonderland" never was a truly juvenile story.)

Production costs: Approximately $140,000.

Sponsored by: Hallmark Card Co. through Foote, Cone & Belding, Chicago on NBC-TV, every fourth Sun., 4-5:30 p.m. EST.

Cast: Gillian Barber (Alice), Martyn Green (White Rabbit), Bobby Clark (Duchess), J. Pat O'Malley (Gryphon), Burr Tillstrom (Mock Turtle), Elsa Lanchester (Red Queen), Eva Le Gallienne (White Queen), Reginald Gardiner (White Knight), Alice Pearce (Dormouse), Hiram Sherman (King of Hearts), Karl Swenson (Humpty-Dumpty), Noel Leslie (Caterpillar), Micheal Enserro (Fish Footman), Gilbert Mack (Frog Footman), Bernard Tone (Cook), Tan Martin (Tweedledum), Don Hanmer (Tweedledee), Robert Casper (March Hare), Mort Marshall (Mad Hatter), Skedge Miller (Gardener), Tom Bosely (Knave of Hearts), Ronald Long (Queen of Hearts), Don Somers (Red King).

Producer: Maurice Evans; NBC executive producer: Jack Rayel; assoc. producer: Mildred Freed Alberg; director: George Schaefer; Adaptation & Editor: Florida Friebus (after stage play by Miss Friebus and Eva Le Gallienne) and S. Mark Smith; scenery: Jan Scott; costumes: Noel Taylor; puppeteer: Burr Tillstrom; staging & choreography: Tony Charmoli; score: Richard Addinsell.

LOVE STORY

TAKE one part soap opera, add a true romance (of the lumpy throat variety), blend well with a quiz show and a singing m.c. and the result is CBS-TV's latest creation for that segment of the populus which thrives on vicarious living.

Love Story is old romantic wine with a new label. With Jack Smith as the singer-host, daily guest couples are prompted to reveal the story of their love and have a chance to win cash and other prizes in a quiz that follows.

With a backdrop of hearts and a honeymoon cottage, Mr. Smith serenades the vistors with their favorite songs. To those who are not receptive to such a sentimental setting and who crave difficult quiz questions and large monetary returns, *Love Story* will appease their appetites only in a small way (compared to present day standards of the big money shows). But the program does seem an improvement over *Welcome Travelers*, which it replaces.

Production costs: Approximately $14,000.

Sponsored by Procter & Gamble Co. through Benton & Bowles on CBS-TV, Mon.-Fri., 1:30-2 p.m., EST.

Star: Jack Smith.

Executive Producer: Bob Quigley; producer: Art Stark; director: Freddie Batholomew; music conductor: Paul Taubman.

SCREEN DIRECTORS PLAYHOUSE

ENTERTAINING in a light sort of way.

That's the verdict on "A Midsummer Daydream" by William Saroyan, initial offering of *Screen Directors Playhouse.*

The Saroyan touch was pleasantly evident in the story about a New Yorker who came to the Santa Monica, Calif., marriage license bureau looking for a wife, and ended up getting the clerk. Don Hammer stole the show as the young man who chokes up when it comes to talking to a girl about marriage. Keenan Wynn added several light moments as the over-confident rival.

Production costs: Approximately $35,000.

Sponsored by Eastern Kodak Co., through J. Walter Thompson on NBC-TV Wed., 8-8:30 p.m. EDT.

Stars: Kim Hunter, Don Hanmer and Keenan Wynn.

Executive producer: Hal Roach Jr.; director: John Brahm; production supervisor: Sydney Van Keuren.

"Midsummer Daydream" by William Saroyan.

CONQUEST

HISTORY in a highly-palatable form was presented last week as the first of the once-a-month *Conquest* series took the air.

The first "conquest" with which the series dealt was man's conquering of the air. His powerful strides forward in aviation during a short 50 years were well dramatized with stills and film clips from the turn of the century.

Continuity between the show and the commercials was maintained by Longines-Wittnauer watches by pointing up changes in timekeeping during the period of aviation's rise.

Production costs: Approximately $50,000.

Sponsored by Longines-Wittnauer Watch Co. through Victor A. Bennett on CBS-TV, Sat., Oct. 22, 11 p.m.-12 midnight.

Narrators: Westbrook Van Voorhis and CBS newsman Larry LeSeur.

Host: Conrad Nagel.

Music: Longines Symphonette & Choralliers conducted by Eugene Lowell; producer-writer: Alan Cartoun.

BROADCASTING THE NEWS, by O. Thomas Franklin. Pageant Press, 130 W. 42nd St., New York 36, N. Y. 148 pp. $3.

A TEXTBOOK for the novice in radio news, a handbook for the active radio newsman and a reference work for the radio news desk, this little volume is a down-to-earth how-to-do-it book, describing step-by-step the way in which news for radio is collected, written, edited and broadcast. The author, active in radio since 1937, is currently news editor of KING Seattle.

FOOD FOR THOUGHT

PRISCILLA FORTESCUE

Priscilla Fortescue's infectious enthusiasm, plus guest stars, and her on-the-spot recordings from all over the world, sparks her listeners to move *your* product off grocers' shelves in Greater Boston!

If you want your share of NEW ENGLAND'S **No.1 MARKET** *use*

WEEI

BOSTON

They bring
the MOUNTAIN
to MAHOMET

Some broadcasters cry in their martinis for the good old days when thousands flocked to see radio.

Others get off their swivel chairs and take radio to the people.

Over one million visitors see as well as hear Stu Wilson, veteran disc jockey and special events director of KBIG Catalina, broadcast from the September Los Angeles County Fair, world's largest, at Pomona. Daily they shake his hand, hear his music and verbal vignettes, then walk away with KBIG pictures and literature.

Focus of KBIG promotion is its Volkswagen mobile broadcasting studio. Every day of the year a KBIG disc jockey broadcasts from the Volks, somewhere in the eight-county territory served by The Catalina Station.

Southern California millions have met such KBIG personalities as Wilson, Carl Bailey, Larry Berrill . . . at county fairs of San Diego, Riverside, Orange, Hemet Farmers Fair, Holtville Carrot Festival, San Bernardino Orange Show, Los Angeles Sportsmen's Show, Hobby Show, Do-It-Yourself Show . . . on populous beaches . . . Long Beach, Corona del Mar, Santa Monica . . . in window and parking lots of a market, restaurant, furniture store.

They say radio has become a personal companion in kitchen, bedroom and car. KBIG mikemen go further: they're taking themselves to the people, making the station-listener relationship a personal thing.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

OPEN MIKE

Twin Win

EDITOR:

. . . Two Buick dealers, rivals incidentally, have used WDXL profusely during the recent Buick sales contest. Vickers Motor Co. is in Huntingdon, Tenn., some 26 miles away, and Johnson Brothers Motor Co. is located in this city. Both of the cities are less than 5,000 in population. Both of these motor companies notified us this week that they had been winners of the $10,000 trip to Hawaii in the Buick promotion. This was possible because they were both in different districts. They were winners because they topped their districts in sales.

We can't claim that we were the exclusive medium for promoting these firms and their products, but we do claim that we were the only medium that *both* of these firms used.

Anyone top it?

Neal B. Bunn, Gen. Mgr.
WDXL Lexington, Tenn.

Reynolds' 'Frontier'

EDITOR:

Having been a cover to cover reader of B•T for many years and marvelled at its editorial accuracy, I was astonished to find the Reynolds Metals Co.'s *Frontier* program had been credited to Chrysler in your television lineup of the Oct. 10 issue.

I am also sure that Buchanan & Co., New York, and Clinton E. Frank, Inc. of Chicago would be shocked to learn that they lost this billing to McCann-Erickson.

I checked this matter with NBC-TV and they assured me that we are still the sponsor of *Frontier*. At any rate, the Reynolds Metals Co. is still getting the bills.

John H. Boyle, Dir., Radio & Tv. Adv.
Reynolds Metals Co., Louisville, Ky.

[EDITOR'S NOTE: B•T regrets that the coincidence of a slipped slug and a sleepy eye resulted in typographically separating Reynolds Metals and "Frontier."]

NCAB Cruise Nov. 10-16

EDITOR:

In B•T's Oct. 17 issue under UPCOMING the listing for Oct. 29-Nov. 3 N. C. Assn. of Broadcasters Bermuda cruise is incorrect. This was a proposed date of last spring but the correct date is Nov. 10-16. *M. S. Stockholm* leaves Wilmington, N. C., at 11:30 a.m. Nov. 10, returns at 8 a.m. Nov. 16.

William S. Page, Pres.
N. C. Assn. of Broadcasters
WELS Kinston, N. C.

National Change or None

EDITOR:

I would like to express my opinion on the uhf-vhf snarl as just a television set owner. It should be recognized that the set owner is the one that is going to be affected the most from any decision on the uhf-vhf arguments . . .

Just as it is realized that uhf can furnish a satisfactory television service, within limits, one should realize that uhf service is not the equal of vhf service. To deny a community its fair share of vhf service will violate our communication laws. Vhf applicants and operators will not find it difficult to prove this point in Federal courts, if necessary.

There has got to be a completely national change or no change to settle the present allocation arguments. Otherwise, there would be no end to the legal protests. . . .

I agree wholeheartedly, there must be an attempt at a solution very soon. I favor FCC Commissioner [Robert E.] Lee's plan. It expresses the most thorough understanding of all the problems and seems to be the most practical.

Dewey W. Peace Jr., M.D.
Corpus Christi, Tex.

[EDITOR'S NOTE: Comr. Robert E. Lee favors acquiring additional vhf frequencies from government military services for tv, and at the same time lowering mileage separation factors to permit more vhf channels to be "dropped" in.]

Look Who's Laughing

EDITOR:

We greatly enjoyed the cartoon on the editorial page of B•T Sept. 19, and would be glad

"If he likes their radio program, my husband is a pushover for the sponsor's product!"

if you could give us permission to reprint it in our publication, *The American Issue.*

Clayton M. Wallace, Exec. Dir.
The National Temperance League Inc.
Washington, D. C.

[EDITOR'S NOTE: Permission granted.]

About Time

EDITOR:

I could not help getting up on my desk and yelling "hurrah" when I finished reading your editorial "Time Is of the Essence" in the Sept. 12 B•T issue. If there is anywhere this time change nonsense is intolerable and ridiculous in our business, it is in the Rocky Mountain area.

Instead of going through the agonies twice a year, we now have to do it three times a year and the public peeve current right now, as we are trying to make sense out of schedules, is at its highest peak.

I hope every organization within the radio and television industries, or who have anything to do with them, will raise their voices against what is so obviously an absurd and costly situation. It should be a Federal problem and one solved by the Federal government, because of its great effect on interstate commerce. The government did make a little sense during the war and there is no reason why it cannot do it again.

Walter L. Dennis, Dir. of Sls.
Telerad Inc., Pueblo, Colo.

Yearbook Kudos

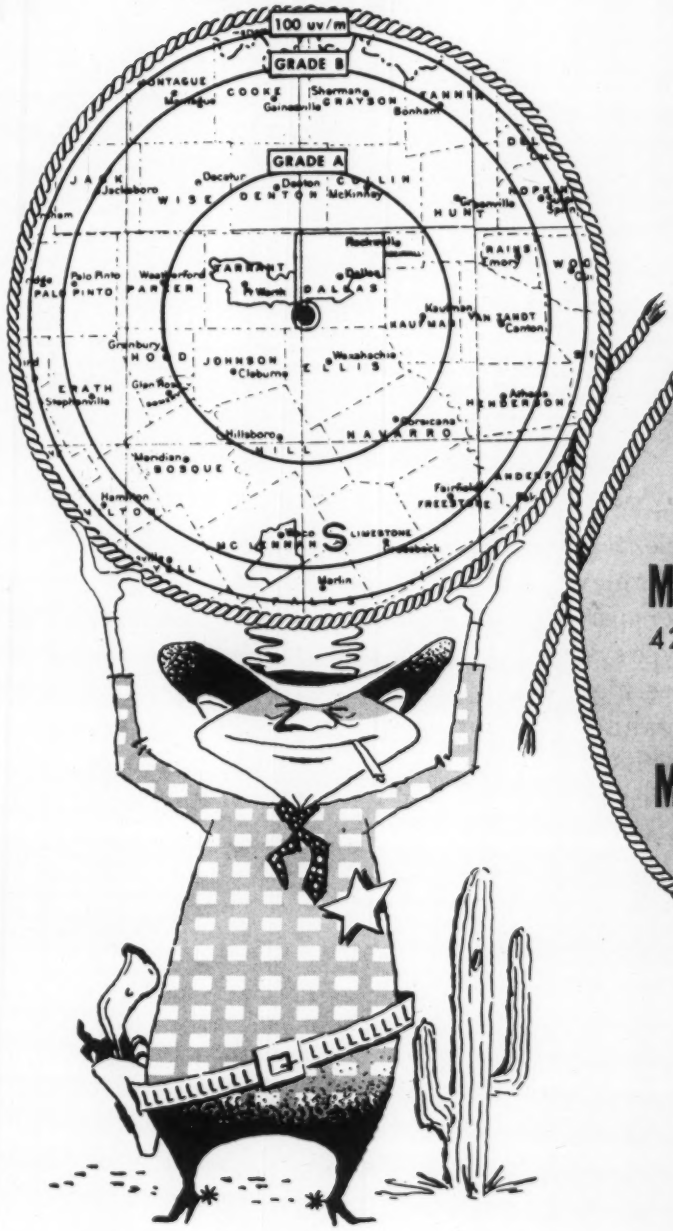
EDITOR:

Congratulations on your latest colossus—the 1955-56 TELECASTING YEARBOOK-MARKETBOOK issue.

We here at IRE are in a position to know something about the tremendous amount of work involved in compiling special issues and directories. Your 1955-56 issue is certainly an outstanding job.

George W. Bailey, Exec. Sec.
Institute of Radio Engineers, New York

Texas Brags!



THE TALLEST
TOWER IN TEXAS

KRLD-TV

Target Date: Mid-December

MAXIMUM POWER
100,000 watts erp

MAXIMUM MARKET
42 Texas and Oklahoma Counties

MAXIMUM COVERAGE
552,740 TV Sets

LEGEND

Grade A: . . 68 dbu

Grade B: . . 47 dbu

100 uv/m . . 40 dbu

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

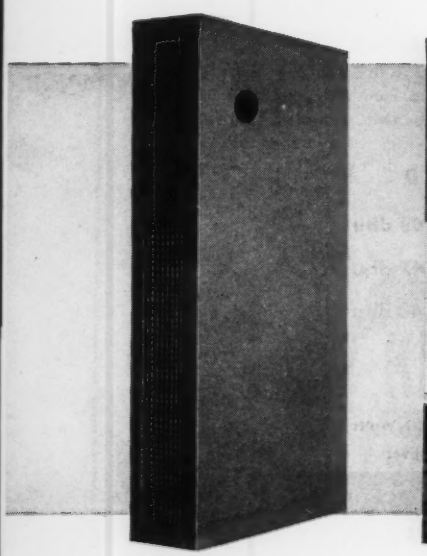
CLYDE W. REMBERT
President

HERE ARE THE *facts* ABOUT FOR TELEVISION

WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

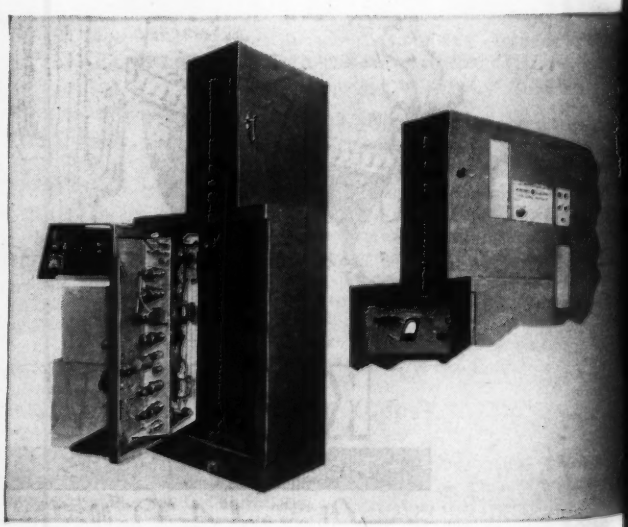
THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

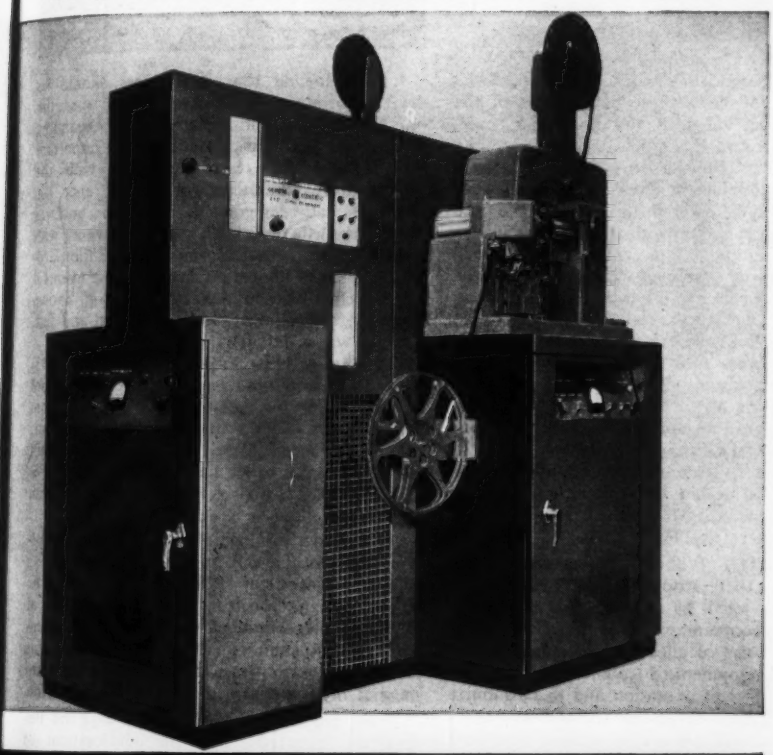
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!



See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

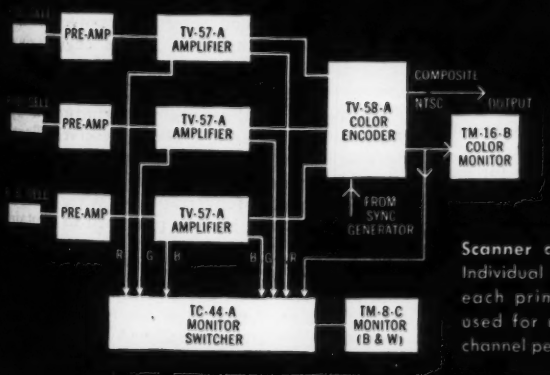
Double-duty—available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2105-31, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

Teenagers, housewives or homemakers (call 'em what you will) . . . they all love our Jimmy Vinson. Jimmy's Middle Georgia's top disc jockey, so naturally he's on WMAZ Radio.

One of his more popular shows comes on afternoons now, from 4 till 5:30, called "The Jimmy Vinson Show." His listeners love it. (He gets 33% of audience competing against 21 other radio stations, according to our latest area Pulse.) And so do his advertisers.

JIMMY VINSON

Some of the local ones include a drug store, a furniture store, a baker, a bank, a used car dealer, a television set distributor, and a supermarket. They're all long time advertisers on the "Jimmy Vinson Show," mainly because they're getting the results they want.

You'll get the results you expect too, when you use the "Jimmy Vinson Show" on WMAZ Radio.

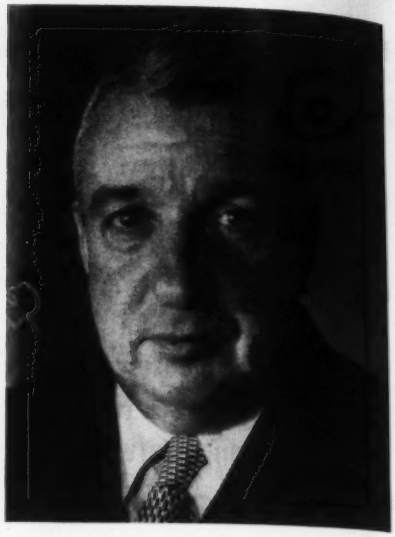
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to GERALD CONNOP GROSS



GENEVA, nestled in the fastness of the Swiss Alps, is in the news these days. Eyes of the world, looking hopefully toward lasting peace, are turned toward this quiet, beautiful lake city as the foreign ministers of the great powers convene to implement President Eisenhower's crusade to abolish war in this grim atomic era.

Few Americans know, however, that Geneva is the telecommunication capital of world, and that an eminent American engineer who played a large part in its evolution this week observes his 10th anniversary as an international communicator in that city. On Nov. 1, 1945, Gerald C. (Jerry) Gross took leave of absence from his post as assistant chief engineer in charge of broadcasting at the FCC to become vice director and head of the radio division of the International Telecommunication Union. In 1947, when ITU formally was acknowledged as the specialized agency in telecommunication by the United Nations, Mr. Gross became assistant secretary general of ITU.

Why an ITU? Without such a coordinating organization there would be chaos on the air. The Union's job is to maintain and extend international cooperation for the improvement and rational use of telecommunication, to promote the development of technical facilities and their most efficient operation and to harmonize the actions of nations in the attainment of these common ends. There are 95 nations who hold membership in and contribute to its support —including the USSR and its satellites.

ITU regulates radio frequencies as well as telephone and telegraph. Its job is to standardize methods so that all nations follow the same rules at the same time and that apparatus in each country meets the same technical specifications. ITU was established nearly 100 years ago—in 1865—as the International Telegraph Union, to work out rules for international telegraph. Later, it evolved arrangements for telephony, and in 1906 became responsible for "wireless" communications. Since then, its functions have expanded to cover the full range of the communications spectrum.

When Jerry Gross was "borrowed" by ITU on Nov. 1, 1945, the organization had 30 employes. He was the first non-European. The record-keeping was archaic, a hangover of the quill-pen era. ITU now has 200 employes of all nationalities. French is the official language, but most of the employes are multi-lingual. Housed in Palais Wilson, where the League of Nations was born in 1919, ITU now has modern offset printing equipment, multiliths and punch-card business machinery. It turns out a dozen publications, including the official 850-page World Broadcasting Station Annual list, the ponderous 1538-page Costal-Ship-Station list and the monthly *Telecommunication Journal*.

It was logical that Mr. Gross should be drafted for the ITU post at a time when the horizons of telecommunication were expanding swiftly. He had participated in every important international conference beginning with the Washington Radiotelegraph Conference in 1927. He had been educated in Europe, and was an accomplished linguist. He had been with the old Federal Radio Commission in the hard-rock broadcast allocation days of those eventful 20s, and had worked alongside such well-known engineers as Dellinger, Jolliffe, Craven and Jett. And he was a deft hand at diplomacy.

A native of New York City (Dec. 27, 1903) Gerald Connop Gross went to elementary school in France for five years, and graduated from White Plains (N. Y.) High. In his junior year, at 16, he evinced interest in "wireless" and got his ham license, which he retains with the U. S. call W3GG. He also is the only American amateur licensed in Geneva.

Jerry Gross graduated from Haverford College (Pa.) with a B.S. in electrical engineering (Phi Beta Kappa) in 1926. While at college he helped design, construct and operate one of the first college broadcast stations in the country. During summers, and also between his third and fourth years, he worked as a commercial brass-pounder in the merchant marine.

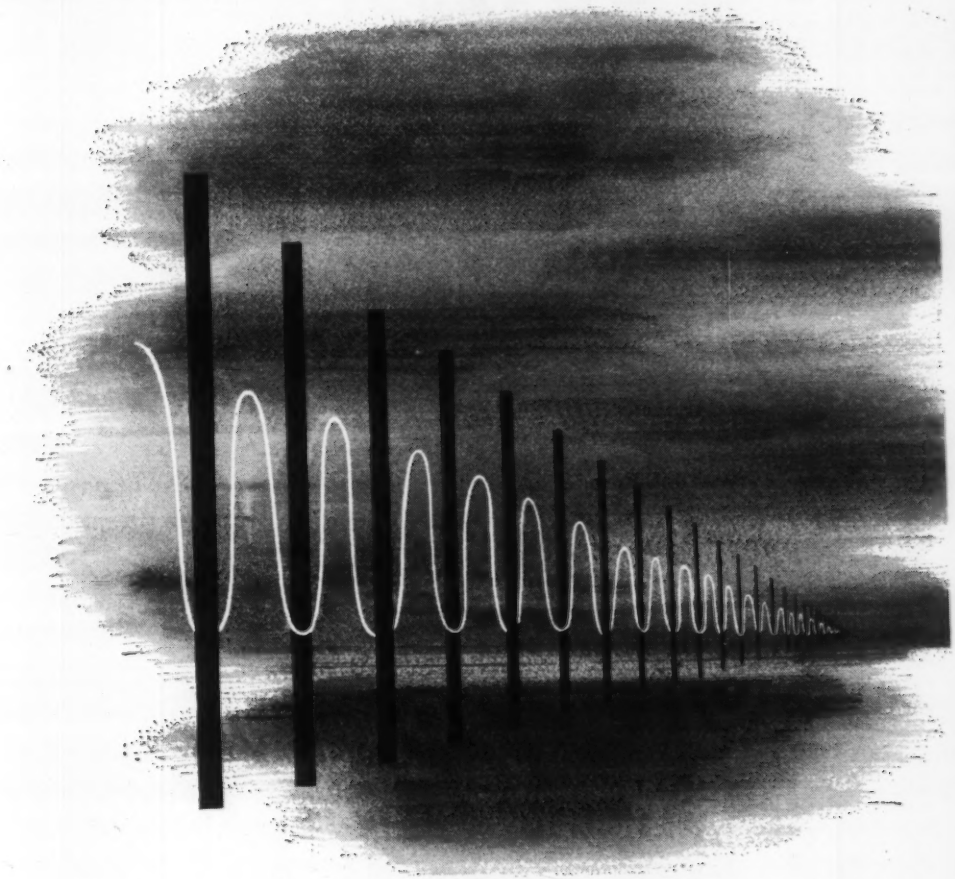
Upon graduation, Mr. Gross joined the Bureau of Standards, first on development of binaural aviation radio beacons and later in charge of standard frequency transmissions. He joined the FRC in 1928—its second year—as a staff engineer, and served successively with it and the FCC as chief of the engineering department's international division, chief of common carrier, and chief of broadcasting.

Mr. Gross' FCC service was interrupted by World War II, when as a Naval Reserve officer, he was called to active duty (Jan. 1943-Dec. 1945) winding up as a commander, after serving in European and Mediterranean waters, and the Far Eastern area. He was promoted to captain in the reserve this year.

Mrs. Gross is the former Susan Brundage of Oak Park, Ill. There are six children and three grandchildren. Aside from his ham activities, Jerry Gross is an accomplished photographer, and also delves into astronautics, holding membership in the American Rocket Society, with which his former FCC colleague, Washington communications attorney Andrew Haley, is prominently identified as past president.

Mr. Gross is a senior member of IRE (chairman, Washington Section, 1939) and of the American Institute of Electrical Engineers. He holds membership in the Army and Navy Country Club and the Metropolitan Club of Washington, and the Inter-Allied Club of Paris.

Look into the Future



Representing:

Albuquerque, New Mexico	KOAT-TV
Augusta, Georgia	WJBF
Bakersfield, California	KERO-TV
Bangor, Maine	WABI-TV
Baton Rouge, Louisiana	WBRZ
Champaign, Illinois	WCIA
Cheyenne, Wyoming	KFBC-TV
Chicago, Illinois	WGN-TV
Columbus, Georgia	WRBL-TV
Dayton, Ohio	WHIO-TV
Eau Claire, Wisconsin	WEAU-TV
El Paso, Texas	KTSM-TV
Eugene, Oregon	KVAL-TV
Jackson, Mississippi	WLBT
Lynchburg-Roanoke, Va.	WLVA-TV
Nashville, Tennessee	WSIX-TV
Pensacola, Florida	WEAR-TV
Phoenix, Arizona	KOOL-TV
Portland, Oregon	KLOR
Pueblo-Colorado Springs, Colo.	KKTV
Rochester, New York	WHAM-TV
Salt Lake City, Utah	KUTV
Santa Barbara, California	KEY-T
Scranton-Wilkes-Barre, Pa.	WARM-TV
Seattle-Tacoma, Washington	KTVW
Sioux City, Iowa	KTIV
Springfield-Holyoke, Mass.	WWLP
Springfield, Missouri	KYTV
Temple-Waco, Texas	KCEN-TV
Tucson, Arizona	KOPO-TV
Wheeling-Steubenville	WTRF-TV

. . . And we think you will agree that merchandising, in all fields, will become more and more important to maximize TV advertising effectiveness.

. . . That is why we, together with our Television Stations, have studied and drafted a plan to help you merchandise your schedule on all Hollingbery stations.

We call it the . . . Hollingbery Four-Point Plan.

Call your Hollingbery man for details—

George P. Hollingbery Co.

Offices: New York Chicago San Francisco Los Angeles Atlanta

NOW...

SELL RADIO'S "KID" SHOW ALL-FAMILY SALES

THE RCA *Thesaurus*

ANOTHER 20TH ANNIVERSARY FEATURE
FROM RCA THESAURUS

20 PLATINUM YEARS OF THESAURUS SERVICE
1935 RCA Thesaurus PLATINUM ANNIVERSARY 1955

RCA RECORDED PROGRAM SERVICES

RADIO CORPORATION OF AMERICA RCA VICTOR RECORD DIVISION

155 East 24th Street, New York 10, N. Y.—MUrray Hill 9-7200
1016 N. Sycamore Ave., Hollywood 38, Cal.—OLdfield 4-1660
522 Forsyth Building, Atlanta 3, Ga.—LAmar 7703
445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3530
1907 McKinney Ave., Dallas 1, Texas—Riverside 1371

TMKS® ©RCA

NEWEST WITH APPEAL!

You can sell more sponsors with this show because it builds a big, all-family audience with –

★ Original songs recorded exclusively for RCA *Thesaurus* by Frank Luther . . . comic songs, ballads, folk numbers, holiday songs, sacred songs, educational tunes.

★ Limericks, riddles, jokes and character dialogues to tickle any youngster's – or oldster's – funny bones.

★ Sparkling Safety, Health and Public Service Jingles . . . many of them endorsed by the National Safety Council.

★ Special Birthday Announcements.

★ Musical accompaniment by the Tony Mottola Group.

You can sell more sponsors with this show because sponsors get these big EXTRAS –

★ Frank Luther will record special announcements wherein he will identify himself with a sponsor's product or service.

★ Recorded commercial jingles by Frank Luther provide a "built-in" extra for participation buyers in local sponsor categories such as ice cream manufacturers, supermarkets and department stores, drug stores, furniture stores, insurance companies and banks, laundries, frozen custard stores, shoe stores, bakeries, milk and butter companies.

★ Free sales promotion kit to help you and your sponsors merchandise the show.

The most versatile transcription radio show ever–

All voice tracks and musical portions have been created and recorded for complete flexibility. A half-hour program format is provided weekly, plus sample five, fifteen and sixty-minute formats, so you can custom-tailor *any* length show your sponsors need . . . for *as many times* per week as they want!

FREE OF ANY EXTRA COST TO ALL RCA THESAURUS SUBSCRIBERS

This uniquely different children's program shows again how RCA *Thesaurus* is *first* with the biggest, finest, most salable programming and time-selling aids:

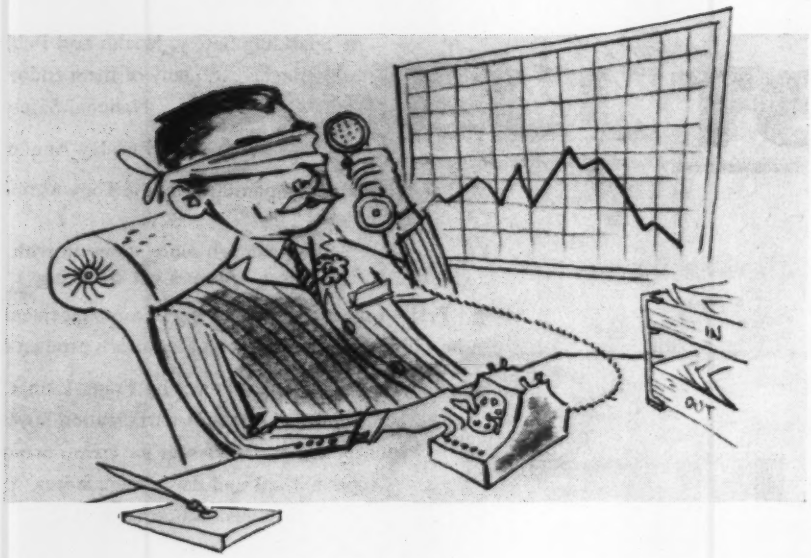
26 different, easy-to-sell programs
Fully recorded open end shows
"Shop-At-The-Store" merchandising promotion
2,000 commercial singing jingles
Complete weekly continuity service
Sponsor-selling recorded sell-effects
Voice-tracks, brochures and 52 new releases every month.

For complete information about The Frank Luther Fun Show and RCA *Thesaurus*, write, wire or call your nearest RCA Recorded Program Services office, Dept. B-10, *today!*

FRANK LUTHER, AMERICA'S FOREMOST EDUCATOR THROUGH ENTERTAINMENT

This unique radio show is the culmination of 25 years of entertainment "know-how" by the one and only Frank Luther. As a composer and recording artist, Frank Luther is known and loved in millions of homes. As a story-teller and entertainer, he offers a very special kind of folk-appeal that makes this show simple and universal enough for children, warm and appealing to adults.

BLIND MAN'S BLUFF
...A COSTLY GAME!



PERIODICALLY HOPPING FROM ONE NATIONAL REPRESENTATIVE TO ANOTHER... STRUGGLING TO HOLD SALES FIGURES... NEVER SATISFIED WITH THE RESULTS ...*CAN BE, AND USUALLY IS, A COSTLY GAME!* TIME TO TALK TO BURKE-STUART, WHERE PERSONALIZED SELLING, FOR A LIMITED LIST OF STATIONS IS PAYING OFF...*BIG!*

BURKE-STUART COMPANY, *Inc.*
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

More and more Chicagoans are having
"Koffee with Karey"
Jack Karey emcees 90 fast moving minutes of music and mirth
8:30 to 10:00 A.M.
The switch is to **WCFL** *the voice of labor*
50,000 WATTS — 1,000 ON THE DIAL

KENNETH McALLISTER

on all accounts

LEGEND has it that all agency vice presidents are *supposed* to have "started in the mailroom, wear three-buttoned, single-breasted gray flannel suits, live in suburbia and shoot golf in the low seventies." Except for the fact that he lives in Darien, Conn., Kenneth McAllister, a vice president and account supervisor at Benton & Bowles, New York, thoroughly belies the myth.

A quiet, soft-spoken man of 39, Mr. McAllister did not begin to "rise through the agency ranks" until just about five years ago, when he left Columbia Records Inc. as director of advertising and sales promotion, in order to join B&B as the account executive in charge of radio-tv for Crosley, then an agency account.

Joining Sullivan, Stauffer, Colwell & Bayles that year as vice president, Ken McAllister took over as account executive on American Tobacco Co.'s Pall Mall cigarettes, remaining with SSC&B until September of this year when he returned to Benton & Bowles.

Mr. McAllister's admitted shyness is a handy shield, both for himself and his clients. In 1947, as coordinator of CRI's hush-hush L-P record project, "Operation Roulette," Mr. McAllister learned firsthand that silence is truly golden, for Roulette caught the major competition with their tone-arms completely down.

For a young man, Mr. McAllister has come up the long way fast since leaving Rutgers in 1939 armed with a B. S. in mechanical engineering and a Phi Beta Kappa key. First he joined General Electric's Test Team, within three months shifted into the company's publicity department where, among other things, he wrote and announced a farm program over WGY Schenectady. Then, when GE took back operational control of the outlet from NBC in 1941, Ken McAllister joined the station staff and soon was upped to sales promotion manager.

The day after Pearl Harbor, Mr. McAllister left GE to go with Columbia as manager of the popular records division. Then, when "to my shock, I found the Army could do without me altogether, I joined the Navy." In 1944, he shipped to the Pacific on an amphibious LSM as a Lt. (jg), returning home in 1946 to rejoin CRI, first as merchandising manager, then as coordinator of the L-P project, and lastly, as advertising sales promotion director.

As we said: Kenneth McAllister didn't start in the mailroom, doesn't wear gray-flannel suits—prefers dark blue, if flannel—doesn't play golf, but likes to listen to Bach with his wife, the former Betty Proudfoot, and romp about the Connecticut countryside with his two boys, ages five and eight and a half.

the
band
of the
year . . .

RICHARD MALTBY and his orchestra

Opening Friday, November 4th at the

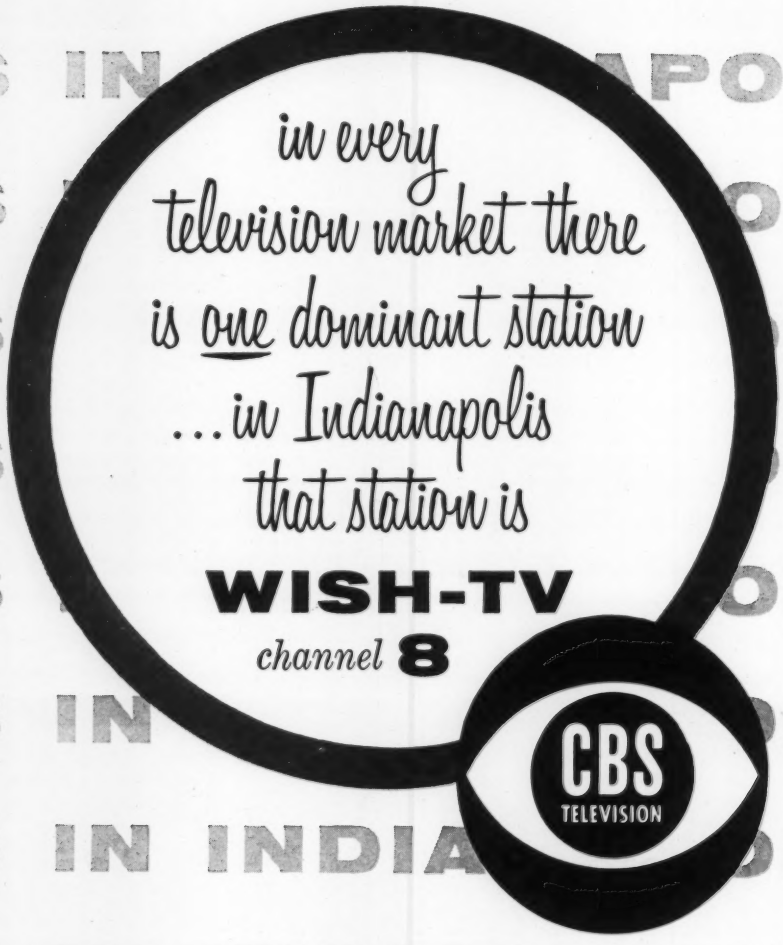
CAFE ROUGE

HOTEL STATLER, N. Y.

and heard every day of the year in the
"N" Series of the

SESAC TRANSCRIBED LIBRARY

CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS



BROADCASTING TELECASTING

October 31, 1955 Vol. 49, No. 18

WRATHER, LOEB, BUCKLEY BUY WNEW FOR RECORD $4 MILLION

- **New York independent brings highest radio price ever**
- **Station value had doubled since last transfer in 1954**
- **Sale marks new confidence in radio's profit potential**

SALE OF WNEW New York for more than $4 million—highest price ever paid for a radio station—was announced last week.

A syndicate headed by industrialist and radio-tv station owner Jack Wrather and including investment banker John L. Loeb and WNEW president and part owner Richard D. Buckley signed to pay $4,076,887.67 for all of the stock in the licensee corporation, subject to the customary FCC approval.

Authorities reported that they hope to have FCC's consent in time to complete the transfer before the first of 1956. They said Mr. Buckley is expected to continue as president and that no changes are planned in either the policies or personnel of the 50 kw station, recognized as one of the nation's top independents.

The $4 million-plus transaction followed by almost a year and a half the purchase of WNEW by Mr. Buckley and associates for slightly more than $2 million.

The selling group includes Mr. Buckley, who owns 25% of the voting stock of WNEW Broadcasting Inc. and will have a similar percentage under the new ownership; a group including board chairman Harry R. Playford, Ed C. Wright, and H. W. Holland and sons Elliott W. and William Langston Holland who own 50% of the voting shares; another group including the estate of the late Horace L. Lohnes, Washington attorney, and his daughter Roberta Lee Lohnes, who own the remaining 25% of the voting stock, and a group of 10 WNEW employes who own all of the non-voting stock.

The new ownership will consist of J. D. (Jack) Wrather Jr. with 37.5% of the stock, John L. Loeb and associates with 37.5%, and Mr. Buckley with 25%.

Mr. Wrather, youthful Texas and Los Angeles industrialist whose fortune was founded in oil, currently has widespread holdings which include, in the broadcast field, part ownership of KFMB-AM-TV San Diego, a grant for a Boston uhf television station which is slated to commence operations in 1956, and the *Lone Ranger* and all radio, tv, merchandising, comic book and comic strip rights to this property. He also has an application pending for a tv channel in Corpus Christi and formerly was part owner of KOTV (TV) Tulsa.

Mr. Loeb is senior partner of the Carl M. Loeb, Rhoades Co., New York investment bankers. Some of his banking associates are represented in the ownership of Allen B. DuMont Labs but these do not include any who are associates with him in the WNEW purchase, authorities said.

The record-setting sale was negotiated by Allen Kander & Co., radio and tv brokers. Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson represented WNEW throughout the negotiations. Monte Livingston, general counsel for Mr. Wrather, represented the Wrather and Loeb group.

WNEW, which operates on 1130 kc, has long been regarded as one of the nation's leading—and most successful—radio stations and has pioneered many program innovations including the music and news format. Mr. Buckley and his associates acquired it from William S. Cherry (WPRO Providence, R. I.) and associates for $2.1 million in April 1954. Mr. Cherry had acquired control in 1949 from long-time owner Arde Bulova. When Mr. Buckley's group took over they also bought out Bernice Judis and Ira Herbert, for many years the operating chiefs of the New York independent. The Herberts (Miss Judis is Mrs. Herbert) owned and had options to buy less than 20%.

Officials reported last week that under Mr. Buckley's direction, the station's sales figures for 1955 are 32% higher than for 1953. It also was reported that program realignments undertaken under Mr. Buckley had produced rating increases ranging as high as 29% to 125% for specific shows, with Nielsen figures showing total listening to WNEW up 70% during this period.

Mr. Livingston called attention to Mr. Wrather's "reversal of the usual course in radio and television today" in that he is expanding from television into radio.

President Buckley said that in the transfer he is "reaffirming" the stand he took "for radio only" when he went from the presidency of John Blair & Co., of the Blair radio and tv station representation organizations, into the ownership and presidency of WNEW.

Mr. Wrather entered tv with the purchase of KOTV for $2 million-plus. Later, in association with Mrs. Helen Alvarez, manager and part owner of KOTV, he acquired KFMB-AM-TV for $3 million. The Tulsa property was sold recently to J. H. Whitney & Co. for $4 million but Mr. Wrather remains on the board of directors.

The WNEW employe group selling the WNEW non-voting stock in the current transaction consists of John Jaeger, vice president and assistant manager; Melvin J. Stack, treasurer; Mary McKenna, director of research and sales development; John V. B. Sullivan, Kermit Moss, John Beaton, Richard H. Gerkin, and John Geddes, salesmen; Alexander Trilling, who is in charge of the musical library, and Max Weiner, chief engineer.

'THE YEAR RADIO CAME BACK'

IT MAY BE that 1955 will go down as "the year radio came back." Back to life, anyway, if not back to its pre-tv billings peaks. All signs point that way—new programming, new sales techniques, and new awareness that radio has something to sell, after all.

Now, in a market dominated by seven tvs, an independent has commanded the largest radio station sales price in history. B•T had spotlighted the tremendous commercial success of WNEW in its "Radio Resurgence" issue Sept. 19 (page 168), commenting that the successful music and news formula had "paid off in millions." Another article in that same issue told how "The Going Price Is Going Up" (page 62). For further assurance of this trend, read the last five paragraphs of this box.

The independent stations are not the only ones making news. Networks, although admittedly facing an uphill climb, are digging in to the task of regaining lost ground. Elsewhere in this issue B•T reports that story: there's an interview with Executive Vice President Robert W. Sarnoff of NBC beginning on page 35, and a condensed speech by President Robert E. Kintner of ABC beginning on page 51. B•T commends them to its readers as interesting reading.

Prices and How They've Grown

GOING price for am stations has been on the rise in recent years. Up to the beginning of this year, am station prices were modest. But beginning in January, they began to inch upward. It was in that month that WPAT Paterson, N. J., 5 kw on 930 kc, was sold by the *Passaic Daily News* to Emanuel Dannett for $300,000.

Last summer, WHIM Providence, R. I., 1 kw day on 1110 kc, was sold by Mrs. John Kluge, Harris Thompson, Robert T. Engle and C. George Taylor to Frank Miller Jr. for $469,000.

And this fall, WTRY Troy, N. Y., 5 kw on 980 kc, was sold by Harry C. Wilder and associates to Robert T. Engle, C. George Taylor, Kenneth M. Cooper and Mowry Long for $500,000.

This is not to say that substantial sums were not spent in the purchase of am stations before this year. The largest for a long time was the 1954 sale of WINS New York, 50 kw on 1010 kc, by Crosley Broadcasting Co. to J. Elroy McCaw and John D. Keating for $450,000.

Note: all are independents.

46TH ANNUAL ANA MEETING CONVENES IN N.Y. TODAY

Three-day session at Hotel Plaza set to hear industry leaders give viewpoints on main theme of 'How to Make Advertising More Productive.' Justice Dept.'s suit against some phases of advertising will be discussed by the advertisers.

LATEST advertising developments, ideas and practices come into focus in New York today (Monday) where the Assn. of National Advertisers is holding its 46th annual meeting. The sessions, which start today and wind up with a feature luncheon Wednesday, are being held at the Hotel Plaza.

Advertising productiveness is the keynote that will be struck at all the workshop and panel discussions planned for delegates.

Top advertising executives on the program include among others: Theodore S. Repplier, president of the Advertising Council; Stuart Peabody, assistant vice president of the Borden Co. and chairman of the council; William A. Hart, president of Advertising Research Foundation; Fred Manchee, executive vice president and treasurer of BBDO and also chairman of the ARF; Sherwood Dodge, vice president of Foote, Cone & Belding; Robert Kintner, president of ABC; T. J. O'Neil, executive director of sales and advertising, Ford Motor Co.; George E. Mosley, vice president in charge of advertising and sales promotion of Seagram Distillers Co.; Robert C. Myers, director of market development, U. S. Steel Corp.; James E. Robison, president of Indian Head Mills Inc.; Russell H. Colley, consultant to ANA's Advertising Management Committee; R. G. Holbrook, board chairman, Compton Adv. Inc.; C. S. (Cliff) Samuelson, advertising manager of General Mills' Grocery Products Div.; John B. McLaughlin, director of sales and advertising, Kraft Foods Co., and W. B. (Pete) Potter, director of advertising, Eastman Kodak Co.

In addition to these speakers, various advertising association presentations will be held and a panel of top representatives of the various media fields will join Mr. Kintner, who represents radio-tv at the session, in describing what each medium is doing to help make advertising more productive.

The program is split up into various phases of the main theme: "How to Make Advertising More Productive." Monday morning will be devoted to panels and talks on just this general subject with a special workshop session in the afternoon taking up case histories of how—from the experiences of the particular firm—management practices have proved effective in the advertising operation.

Tuesday sessions start with the creative marketing phase, move into the media stories and then explore additional case histories.

From these meetings, the convention moves into the problem of coordinating sales and advertising and delves into such matters as research tools, the Justice Dept.'s complaint against advertising and the public relations of advertising. The feature luncheon Wednesday is devoted to the topic of the war of ideas with Mr. Repplier presenting the benefits of a six-month, round-the-world study on which he reported to President Eisenhower.

Complete agenda for the convention follows:

Monday, Oct. 31—Morning

Grand Ballroom Foyer

8:30 a.m.—Registration and coffee hour.

Grand Ballroom

Theme for session—"Making Your Advertising More Productive in Today's Business Climate."

Part I

Presiding—Donald S. Frost, vice president in charge of advertising, Bristol-Myers Products Div., Bristol-Myers Co.

9:45 a.m.—"The New Age of Marketing: Full Speed Ahead."

A presentation prepared especially for this meeting by *Fortune* editors and introduced by Ralph Delahaye Paine Jr., publisher.

10:25 a.m.—"How Many Dollars for Advertising?"—Albert W. Frey, professor of marketing, Amos Tuck School of Business Administration, Dartmouth U.

10:50 a.m.—Announcements and intermission.

Part II

Presiding—Edward G. Gerbic, vice president, Johnson & Johnson; chairman, ANA board of directors.

11:00 a.m.—"Your Business Is Our Business."

A presentation by the ANA board of directors.

Monday, Oct. 31—Afternoon

Grand Ballroom

Theme for session—"How better advertising management can make your advertising more productive."

Presiding—Henry Schachte, advertising vice president, Lever Bros. Co.; chairman, ANA Advertising Management Committee.

3:10 p.m.—Special workshop session.

"Long-term Budgeting for Long-term Marketing Planning"—W. B. Potter, director of advertising, Eastman Kodak Co.

"How Can Management Help Put All Marketing Functions Including Advertising Into the Same Harness?"—John B. McLaughlin, director of sales and advertising, Kraft Foods Co.

"How Good a Job Is Our Agency Doing for Us?"—C. S. Samuelson, advertising manager, Grocery Products Div., General Mills Inc.

"How Does Agency-Management Evaluate the Job Its Organization Is Doing for Each Client?"—R. G. Holbrook, chairman of the board, Compton Adv. Inc., and vice chairman, American Assn. of Advertising Agencies.

4:00 p.m.—Question and answer period.

4:30 p.m.—"Organizing for Greater Advertising Productivity"—Russell H. Colley, consultant to the ANA Advertising Management Committee.

Tuesday, Nov. 1—Morning

Grand Ballroom Foyer

8:30 a.m.—Registration for agency and media guests.

Grand Ballroom

Theme for session—"The Forces of Advertising—Keystone to 'Creative Marketing.'"

Presiding—E. W. Ebel, vice president, marketing, General Foods Corp.

Part I

9:30 a.m.—"The Challenge to America"—A dramatization by the joint ANA-AAAA Committee for Economic Understanding.

Part II

Media's creative marketing contribution to more productive advertising.

10:05 a.m.—For newspapers.

Harold S. Barnes, director, Bureau of Advertising, American Newspaper Publishers Assn.

10:30 a.m.—For outdoor advertising.

Warner Moore, president, Outdoor Adv. Inc.

10:55 a.m.—Announcements and intermission.

11:05 a.m.—For television and radio.

Robert E. Kintner, president, ABC.

11:30 a.m.—For magazines and business papers.

A special panel under the auspices of the Magazine Publishers Assn.

Moderator: Frederick Nelson, chief editorial writer, *The Saturday Evening Post.*

Panel members: Stanley High, senior editor, *Reader's Digest;* Robert Elder, vice president of the Plax Corp. and prominent marketing economist; Frank Baxter, professor, University of Southern California.

Tuesday, Nov. 1—Afternoon

Terrace Room

1:00 p.m.—Luncheon.

Grand Ballroom

Actual case histories by leading companies showing how creative planning, advertising and marketing are paying off.

Presiding—Ralph Winslow, vice president, manager of marketing, Koppers Co.

2:30 p.m.—"Better Planning and Better Promotion Mean Better Profits"—James E. Robison, president, Indian Head Mills Inc., with Peter G. Scotese, vice president and general sales manager; Charles O. Wood, vice president, marketing, and M. John O'Donaghue, director of advertising and public relations, also Indian Head Mills.

3:00 p.m.—"Don't Sell the Product—Sell the Market"—Robert C. Myers, director, market development, United States Steel Corp.

3:30 p.m.—A fifteen minute intermission.

3:45 p.m.—"How Seagrams Made 'The President's Dream' Come True"—George E. Mosley, vice president in charge of advertising and sales promotion, Seagram Distillers Co.

Wednesday, Nov. 2—Morning

Grand Ballroom

Better coordination of sales and advertising—

The Places To Be

LUNCHEON and dinner schedule at the ANA meeting at New York's Hotel Plaza this Monday through Wednesday: Monday—luncheon, special get together, ANA business session and annual elections; Tuesday—informal luncheon, Terrace Room, 1 p.m. (cocktails at 12:30 p.m.); ANA annual reception-dinner and entertainment (provided by CBS Radio and CBS-TV)—reception, Terrace Room, 6:30 p.m., and dinner-entertainment, the Ballroom, 7:30 p.m. (Entertainers to include: Johnny Carson, Jim Jeffries [Mr. Texas], Lillian Briggs, new recording star, song stylist Julie Wilson and Hank Sylvern and his CBS-TV Orchestra plus a "surprise act."); Wednesday—feature luncheon, Grand Ballroom, 12:45 p.m., Theodore S. Repplier, president of The Advertising Council on "The Idea War—Are We Losing It?" (cocktails at Terrace Room, 12:15 p.m.).

better research tools—the Justice Dept.'s complaint against advertising—the public relations of advertising.

Presiding—Howard A. Marple, director of public relations, Monsanto Chemical Co.

9:30 a.m.—"A Coordinated Program of Product Development—Manufacturing—Sales—and Advertising in Action"—T. J. O'Neil, executive director, sales and advertising, Ford Motor Co.

10:00 a.m.—"Some Exciting New Developments in Advertising Research to Meet Today's Basic Advertising Needs"—William A. Hart, president, Advertising Research Foundation, former director of advertising, E. I. Du Pont de Nemours & Co.; Fred Manchee, executive vice president and treasurer, BBDO, chairman, Advertising Research Foundation, and Sherwood Dodge, vice president, Foote, Cone & Belding, chairman, ARF Printed Advertising Rating Methods Survey.

10:35 a.m.—Announcements and intermission.

10:45 a.m.—"What Is the Justice Dept.'s Complaint Against Advertising?"—Gilbert H. Weil, ANA general counsel.

11:15 a.m.—"The Impact of Your Public Service Advertising"—a presentation of The Advertising Council. Stuart Peabody, assistant vice president, The Borden Co., and chairman, The Advertising Council; The Honorable Dr. Richard E. McArdle, chief, Forest Service, U. S. Dept. of Agriculture; The Honorable Ellsworth Bunker, formerly U. S. ambassador to the Argentine, president, American National Red Cross, and The Honorable Randolph Burgess, undersecretary, U. S. Treasury Dept.

Wednesday, Nov. 2—Afternoon

Terrace Room

12:15 p.m.—Cocktails *a la carte*

Grand Ballroom

12:45 p.m.—Feature ANA luncheon.

"The Idea War—Are We Losing It?" Speaker: Theodore S. Repplier, president, The Advertising Council.

L&M Is First to Sponsor Full 'PEP' Lineup on NBC-TV

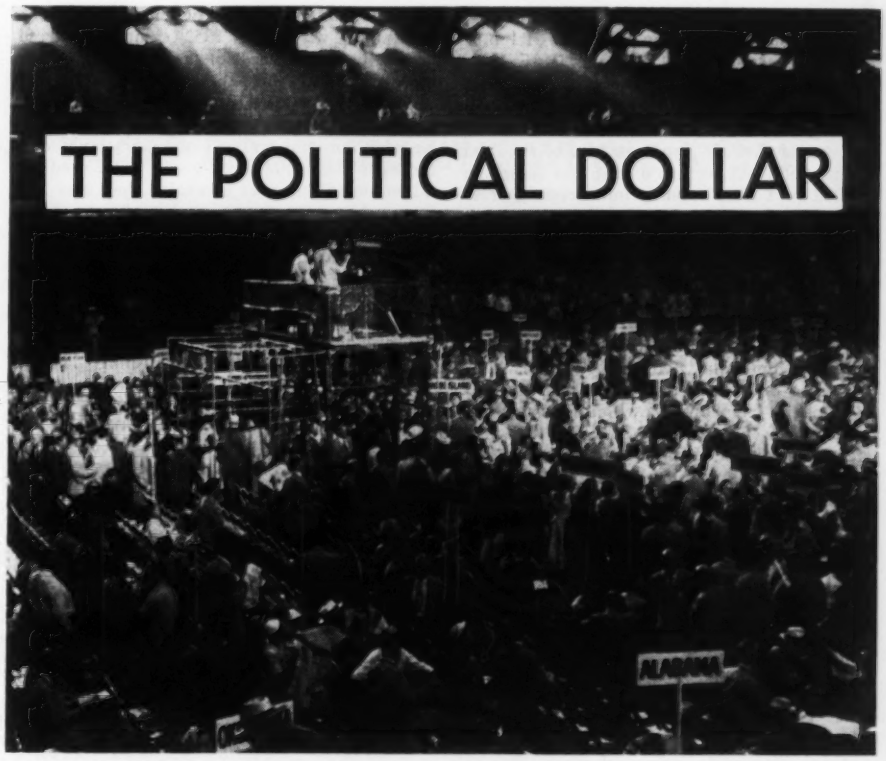
LIGGETT & MYERS TOBACCO Co., New York, last week became the first major tv advertiser to order the full 44-station lineup under NBC-TV's new Program Extension Plan [CLOSED CIRCUIT, B•T, Oct. 24].

George Frey, NBC-TV vice president in charge of sales, announced Wednesday that effective Nov. 3, the tobacco firm, through Cunningham & Walsh, will buy an additional optional station line-up of 28 NBC-TV "PEP" stations for *Dragnet* (Thurs., 9-9:30 p.m. EST). Added to L & M's present 16-station lineup, the additional 28 make the company the first advertiser to order the entire NBC group of 44 stations.

Purpose of "PEP" is to help smaller market stations gain more network revenue by making these stations available to advertisers at a savings in cost and without any reduction in station rates.

Gen. Foods Buys Circus Show

GENERAL FOODS Corp., White Plains, N.Y., will sponsor the first telecast of the Ringling Bros., Barnum & Bailey Circus Christmas Party from Sarasota, Fla., over CBS-TV, Fri., Dec. 16, from 8-9 p.m. (EST). Benton & Bowles Inc., New York, is the agency.



PARTIES AND ADVERTISERS WILL SPEND TWICE AS MUCH FOR RADIO-TV IN 1956 CAMPAIGN

THE 1956 national political campaigns will draw at least twice as many millions into radio and television as they did the last time 'round in 1952.

A doubling of the Republicans' and Democrats' radio-tv expenditures loomed as one of the clearest prospects to emerge last week from a survey of the certainties, probabilities, and baffling uncertainties that already are engaging the attention of broadcasters and political parties alike.

If anything appeared more certain, it was the obvious conclusion that television and radio would be relied upon more heavily than all other media combined, save possibly the traditional hustings and stump.

The Republicans, who estimated they split their advertising budget approximately 90-10 in favor of the broadcast media in 1952, were not expected to go back on the first winning combination they had had in 20 years. The Democrats, who put a healthy budget into broadcasting but nevertheless used newspapers much more heavily than the Republicans, were expected to raise the tv-radio share.

For the networks, already deep into their planning for the most complicated and expensive political convention coverage yet, there was no assurance that they would face the day after election with much better financial results than in 1952—largely in the red. But they were planning.

Even less susceptible to prediction was the political revenue that would fall, along with the headaches, to individual stations, regional hookups, and such allied television entities as film production companies, whose combined take in 1952 was known to be great but almost impossible to compute.

If the national television and radio networks sell their respective packages for coverage of the two nominating conventions and election night returns at their current offering prices, the sales will come to a total in the vicinity of $16 million.

Thus far—still almost 10 months in advance of the nominating conventions—CBS is the only one with a sponsor on the line. Westinghouse Electric Corp., which sponsored the CBS political package in 1952, signed up in midsummer for similar 1956 coverage on CBS-TV and CBS Radio at an expenditure estimated at $5 million [B•T, Aug. 1]. This package includes special pre-opening convention programs and weekly progress reports for eight weeks between conventions and elections, as well as coverage of the conventions and election returns.

NBC, whose 1952 campaign coverage was sponsored by Philco Corp., reportedly is offering its 1956 radio-tv convention and election night package for approximately $5.5 million. As yet it has signed no sponsor. It's understood Philco has indicated it will not underwrite the entire package, but has not ruled out participating sponsorship with other advertisers if the coverage becomes available on that basis.

ABC has put a price tag of approximately $4,350,000 on sponsorship of its convention and election night coverage and reportedly is awaiting the decision of Admiral Corp., its 1952 sponsor, as to whether it will pick up its option for 1956. Admiral, in turn, is said to be awaiting the return of President Ross Siragusa from a European trip, probably within about a week.

Mutual's asking price for radio coverage has not been definitely set and authorities said it probably would not be known for another fortnight or so. Other sources speculated that the price might be $1 million to $1.5 million. In 1952 Mutual had a tie-in with *Farm Journal* and *Pathfinder* and made the coverage available for sale by affiliates on a local co-op basis.

Not included in these potential package revenues are time sales for political broadcasts which in 1952, according to authoritative

figures, exceeded $2 million in the case of the GOP national organization and over $1.1 million in the case of the Democrats [B•T, Nov. 10, 1952]. CBS has estimated that its total radio and television time sales during the 1952 campaign (aside from the Westinghouse package) ran somewhat short of $1 million, and that its political coverage during that campaign resulted in a loss "running into seven figures" [B•T, May 2, 1955]. Unofficially, it was estimated at the time that the three radio-tv network organizations took a combined loss ranging up to $2.5 million or more on their respective deals with Philco, Admiral and Westinghouse.

Precise campaign plans for 1956 will not be developed until the two major parties have designated their respective advertising agencies. A number—including Biow-Beirn-Toigo, William Esty & Co., Bozell & Jacobs, Norman, Craig & Kummel, Benton & Bowles, as well as the Joseph Katz Co., which is nominally the Democratic agency although inactive on the account since the 1954 elections—are being considered by the Democrats and they are expected to settle on a choice by mid-November. For the Republicans, it is assumed that BBDO and Kudner Inc., having ridden a winning ticket in 1952, will be renominated for the 1956 campaign.

Network planning for time sale as well as for news coverage already has started. NBC's Executive Vice President Robert W. Sarnoff announced last week the creation of a special Political Broadcast Unit—said to be the first of its kind in radio-tv history—which will operate under NBC Treasurer Joseph A. McDonald to facilitate the purchase of political broadcast time on NBC. Mr. Sarnoff said the unit will begin functioning immediately to "help meet the problems [of clearing and setting up political broadcasts] and at the same time assure our NBC broadcasters of maximum cooperation in maintaining a minimum of interference with their normal operations."

Some months ago NBC's Financial Vice President Joseph V. Heffernan told members of the Senate Subcommittee on Privileges & Elections that NBC-TV proposed to make both five-minute and one-minute time periods available for sale during the 1956 campaign and also proposed to reserve 30-minute blocks of regular commercial time for sale for political broadcasts in the fall of 1956. Mr. Heffernan emphasized, however, that these proposals could be most effective only if the network received advance cooperation from national committees in working out specific blocks of time to be reserved.

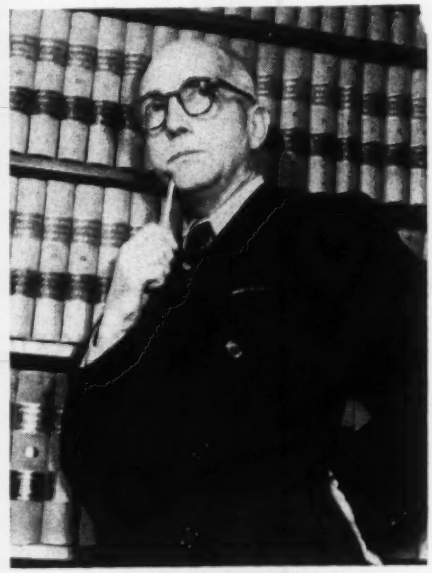
Lack of such advance arrangement with all networks would make it necessary for the parties to pre-empt whatever commercial periods they want, at considerable expense. Mr. Heffernan, for instance, has estimated that during the 1952 campaign pre-emption costs in connection with political broadcasts on NBC-TV alone amounted to about $175,000.

CBS has had staff Vice President Richard S. Salant working—in coordination with CBS Radio President Arthur Hull Hayes and CBS-TV President J. L. Van Volkenburg—on the political time problem with the two major parties for several months. During the summer Mr. Salant asked both the Democratic and Republican organizations to submit proposed schedules, so that network planning might proceed in order to minimize the pre-emption and related problems, and several weeks ago he received a proposed Republican schedule which is currently under study.

Several factors stimulate the belief that political reliance upon radio and television at all campaign levels will be greater than ever.

Aside from the growth of television and the enthusiasm which the 1952 campaign stirred up for the effectiveness of the broadcast media, especially television, the strongest stimulant stems from the possibility that President Eisenhower will take himself out of the race. If he does not run, political observers point out, the Republicans presumably will feel a need for a considerably heavier campaign than they had intended to wage, with Gen. Eisenhower as the standard bearer, between nominations and elections. A more intensive campaign by the Republicans would leave Democrats little choice but to match or try to exceed the opposition.

A decision by President Eisenhower to retire also would open the field for more widespread pre-convention skirmishing among Republican would-be candidates who would make no run for it at all if the President should seek a second term. This obviously would mean heavier tv and radio purchases by the GOP presidential aspirants.



NBC'S McDONALD
He'll referee political timebuying

Among the Democrats there is more certainty of what the immediate future holds—a nomination race among several candidates, with 1952 nominee Adlai Stevenson apparently the current front-runner, according to latest calculations. Mr. Stevenson has not yet declared his candidacy but is expected to do so about mid-November. Others deemed likely prospects include Gov. Averell Harriman of New York and Sen. Estes Kefauver of Tennessee.

While the networks stand to take in an estimated $16 million from their convention and election night coverage alone—not counting the sale of time for campaign speeches and the like—they know for a fact that their expenses will be high.

Unofficial estimates place the probable total network cost of covering the two conventions at about $5 million for production alone—not including time costs. This approximate figure is derived from estimates that the three radio-tv network organizations will spend around $1.5 million apiece while Mutual's radio outlay will come to about $500,000.

The chronological closeness and geographical distance between the two parties' nominating conventions will, it's unanimously accepted, strain all networks. The Democrats will open in Chicago on Aug. 13. Whether the Democrats have finished or not—the presumption is that they will — the Republicans plan to start theirs Aug. 20 in San Francisco.

This arrangement, which was opposed vainly by the networks before is was finalized, already apparently has taken on substantial casualty. CBS-TV and NBC-TV both had originally expected to handle some pickups from both conventions in color. Although some competitive secrecy may be involved, both indicate that they'll do no colorcasting at either place. It would be virtually impossible, they say, to have colorcasting equipment in both Chicago and San Francisco within the span of a single week.

It is going to be difficult enough to transport men and black-and-white equipment. All in all, it's expected more than 1,000 men and women will be needed to do each job—300 to 375 for each of the three radio-tv networks and around 150 for Mutual. Most of these will work both conventions, moving from Chicago to San Francisco as soon as the Democratic conclave is over. Some key personnel from each network will have to precede the regular crews from Chicago to San Francisco. The already complicated problem of logistics will of course become even more complex in the event, not generally considered likely, that the Democratic convention runs overtime and overlaps the Republicans'.

Under pool arrangements already worked out, NBC-TV will handle the pool video feeds at the Chicago conclave, CBS-TV will handle in San Francisco, and ABC will handle the audio pools at both places. The "pool committee" is composed of Sig Mickelson, CBS vice president in charge of news and public affairs; William R. McAndrew, NBC news director; Thomas Velotta, ABC vice president and administrative officer for news, special events, sports and public affairs, and Milton Burgh, Mutual director of news and special events.

All networks are expected to transfer virtually their entire news staffs to the convention sites.

The time costs—not figured in the estimates of out-of-pocket expenses for coverage—will encompass virtually gavel-to-gavel pickups of convention proceedings. At present, the Democratic conclave is expected to break into two daily sessions, starting at 12:30 p.m. New York time on the opening date but adhering generally to a 2:30-5 p.m. and 9:30 to about midnight scheduled (New York time) on the other days. GOP leaders have said they will have a single daily session running from 5 to 10 p.m. New York time. Present thinking is that each convention will run four or five days.

Although there had been considerable speculation as to whether the networks could be provided all the space they need in San Francisco's Cow Palace, site of the Republican convention, network authorities say they have been assured space to meet their requirements in both cities. Aside from an estimated total of 850 hotel rooms to house personnel, this includes camera positions, radio studios and working space in the two convention halls and, in hotels, some 8 to 15 adjacent rooms for studios, offices, additional working space and the like.

The Conrad Hilton is expected to be Democratic headquarters but in San Francisco the Republicans will be split between the Mark Hopkins and the Fairmount hotels and there, because of space limitations, the networks reportedly have agreed that two will be housed in one hotel and two in the other.

NBC's planning, headed up by Mr. McAndrew, is being conducted in detail by a unit under Reuven Frank. CBS' preliminary planning, under Mr. Mickelson's overall supervision, is being directed by Paul Levitan and Elmer Lower. Mr. Velotta heads the planning activi-

NEEDED: COVERAGE DATA

TIMEBUYER'S PRESENT TOOLS DON'T TELL THE WHOLE STORY

HOW can the timebuyer best judge station coverage? An analysis of the tools at hand was given last Tuesday's Timebuying and Selling Seminar of the Radio & Television Executives Society in New York by Hal Miller, manager of media analysis, Benton & Bowles. His remarks, condensed, follow:

OBVIOUSLY, there are *many* techniques or approaches which can be used to establish some form of coverage estimate. However, the number of *basic tools* available is much more limited. In my opinion, there are about four basic tools: a) the mail map, b) the ballot type survey, c) the engineering map, d) rating data.

Under the mail map procedure, the station requests that its audience write in to the station either because of an offer, or of their own free choice. The station manager would say that this technique does represent coverage for it actually indicates people who have taken the time and the effort to do something in having written to the station—thus, if these people get the signal in a county so can others.

There are some factors, however, which would appear to negate station coverage claims based on the use of only this tool. The mail write-ins do not typify the audience of stations. What's more, this kind of mail-in basis of coverage can be biased by such things as who has made the offer, what type of offer was made, when was it made, how was it made. We have found that mail returns have come in from very far places due to the freakishness of signal. We have seen claims of coverage based upon mail-ins where local rating data showed no listening or viewing in that particular area.

Another tool available to the timebuyer and/or his research man is the ballot type surveys, most recently made by Nielsen and Standard Audit Measurements back in 1952. The surveys, through the use of a mail ballot, personal interview or combination of both, attempted to determine the number of homes which claimed to listen and/or view each station with some degree of frequency.

These data are also subject to some biases: Returns to a mail survey are not necessarily representative of people who did not answer; the homes on the mailing list may not be representative of all of the homes in a particular locale. In addition, many respondent's answers as to the particular station to which they listen or view regularly may be affected subconsciously by the appeal of the programming on that particular station.

It is important to point out that these surveys *cannot* be used to reflect specific program or station popularity; you still need a rating report to accomplish this. Nor can these data tell you the *absolute* measurements of station popularity or the *absolute* proportion of homes which claim regular station listening and/or viewing.

However, the data does have substantial value in giving to us information by counties or clusters thereof, which in turn can be used to establish a can-and-do concept of coverage. That is, we can use this basic information in a relative way to establish a station's coverage area in which the homes in that area not only *can* receive the signal but *do* receive it on some regular basis.

Three years ago there was still a tv freeze; the studies covered only 109 tv stations which were on in 63 markets. None of these stations was uhf. In January 1955, the number of tv stations had grown to 394 in 227 markets, with 103 stations on the uhf band. Furthermore, practically all of the stations which were covered in these surveys either changed power, channel position, antenna height or location of transmitter site, all of these factors having some effect on coverage.

It may be that tv has affected the coverage potential of radio—particularly the network stations—to such an extent that a re-evaluation of radio coverage is also necessary. However, since Nielsen and SAMS data have generally been used to establish *coverage* areas rather than define the audience circulation to stations, the relative levels of the percentage of homes claiming to listen on some regular basis may not have been as adversely affected as some people believe.

This brings us to the third tool available to us—engineering maps. These maps can be used to establish coverage areas purely on a theoretical "can receive" concept, giving the timebuyers only one side of the coin.

Insofar as radio is concerned, whenever we have found it necessary to make estimates of the coverage area we have used the area within the 0.5 millivolt contour line to represent some estimated form of primary coverage.

In the case of television, it has been necessary to rely more and more on engineering maps in an effort to estimate tv stations' primary coverage area. The FCC has defined a Grade B area for stations which requires the signal strength to be available to the average home in 50% of the area—90% of the time. When we are forced to establish estimates, we have found that the area within the Grade B contour line as defined by FCC standards is the most practical.

You may have noticed that when I spoke of engineering maps, I indicated that these maps provide the timebuyer with only one side of the coin—namely, some definition of "can" listen or view. Since there has been no recent coverage survey, most of us have used whatever available data we could obtain from the various rating services. This brings us right up to date with tool number four, the local rating surveys as well as some of the uhf studies which can be used to give us information with regard to the "do listen and view" concept.

In my opinion, to tell you how any one particular agency uses these tools to obtain an estimate of coverage can do you no good. You must first understand how these tools are derived, and to what purpose your agency will put these coverage estimates before you can decide upon the use of these tools. There is, however, one thing that we can all decide upon—one thing that can take estimates of station coverage out of the argumentative stage and put it where it rightfully belongs—in the discussion stage. Specifically [we need] a new coverage survey for all counties of the U. S.

There are no tv data today which can give us a measurement of the homes which can and do view television by county. Yet without this information we are limited as to our knowledge of the amount of duplication which exists between stations on specific lineups.

That the industry recognizes the need for a new survey, I don't think there is any question. The ARF in conjunction with the NARTB and the Alfred Politz organization have been testing for some time techniques which will allow them to evaluate station coverage data on a continuing basis. Nielsen, at this very moment, has announced plans for a new coverage study. Unfortunately, none of the details are as yet forthcoming. ARB is another organization in the throes of developing a coverage study.

A corollary to the need for better coverage information is also the need for up-to-date county-by-county television set counts. For, even while the census can give us information on various areas of the country, we do believe there is a need for an accurate set count by counties.

ties for ABC and Mr. Burgh for Mutual.

In Washington, officials of both national party committees had fairly concrete ideas on how they will conduct election campaigns next year by radio and television.

L. Richard Guylay, who as public relations director for the Republican National Committee will be conducting national GOP radio-tv activities, said the committee already has set most of the time periods it will use in radio and television.

Instead of holding off time purchases as in 1952 until a few days before the time is needed and then pre-empting top-rated tv network shows, the Republicans are buying their time in advance, largely choosing prime time periods where top-rated network programs now appear.

Mr. Guylay indicated there will be less playing by ear in employing this method. Republican thinking is that top-rated shows this season are still likely to be tops next fall. Early buying by the GOP will save the party money in thus avoiding the cost of reimbursing commercial sponsors for talent and stand-by fees.

Mr. Guylay admitted that "we may make a few mistakes" in buying time in advance, but felt that the plan would be economical in the long run.

He said the Republicans intend to hold back a reserve fund to use for televised events not now planned or for such emergency presentations as the "Nixon and Checkers" radio and tv broadcast [B•T, Sept. 29, 1952].

Mr. Guylay said he did not know what percentage of the Republican committee budget will be devoted to the broadcast media, but said television will get the biggest share.

GOP National Chairman Leonard W. Hall has estimated that the committee's radio-tv budget will be $1,500,000 to $2,000,000 for the national campaign and committee officials feel state and local radio-tv spending will equal or exceed that amount.

Mr. Guylay did not disclose how the national committee will allocate purchases among the radio-tv networks but said the budget will be spread out to buy time from all.

The Republicans, he indicated, are satisfied with their present agencies, BBDO and Kudner, which proved a winning choice in 1952. Carroll Newton, BBDO vice president, will handle timebuying for the committee.

Although a Democratic committee spokesman obliged with an estimate of money spent in 1952 on radio and tv by the national organization and the Volunteers for Stevenson and the Stevenson-Sparkman Forum, Mr. Guylay declined to estimate how much the GOP National Committee spent in 1952 on the various media. He said it would be difficult to produce the exact figures. Besides, he said, the Democratic figures did not include amounts spent on behalf of the Democratic candidates by labor unions through their political groups.

Democrats See New Pattern

Democratic Chairman Paul Butler disclosed last week that the national committee has commitments from an undisclosed network for a broadcast arrangement which "we believe may well set a new pattern in political telecasting and broadcasting."

Prime time segments will be bought, according to Mr. Butler, with the Democrats using whatever portion of the time is deemed feasible and being permitted to sell the balance to commercial advertisers.

The Democratic chairman, in discussing the project with party officials in Nashville last week, stated that although prime-time 30-minute segments will be used, stress will be placed on five-minute periods. Mr. Butler said that in the last national campaign half-hour programs had acquired low "Hoopers."

Under the special network arrangement, he said, the Democrats will not have to pay a standby talent fee or be subject to a time preemption charge.

Mr. Butler said he expected the Democrats to spend about $5 million in radio and tv alone out of an overall budget that possibly would total $7-8 million. This estimate reiterated his statement a fortnight ago in Omaha [B•T, Oct. 24]. The broadcast activity would come under the party's new "Radio-Tv Division," he added.

"We want to use tv and daytime radio particularly," Mr. Butler said. Other broadcast plans detailed by the party chairman: 8, 20 and 55-second tv spots also will be used; animated cartoons are to be included in programming to a greater extent than heretofore; cut-ins will be made on national programs to present congressional and gubernatorial candidates at a local level.

Sam Brightman, public relations director for the Democratic National Committee, and Jack Christie, director of the committee's new radio-tv division, said last week that the committee hopes to have the most of its time periods set in the first quarter of 1956.

Mr. Brightman estimated the national organization, together with the Volunteers for Stevenson and the Stevenson-Sparkman Forum, spent $1,175,000 on radio-tv in 1952—$800,000 for tv, $375,000 for radio. An additional $175,000 was spent on newspaper advertising, largely calling attention to upcoming Democratic presentations on radio and tv, while $175,000 more went for miscellaneous purposes, he said. This brought total expenses for the three Democratic groups to $1,525,000, he said.

GOP Strategy Questioned

Remarking on the Republicans' strategy in 1952 of picking off prime time periods where top-rated television shows were slated a few days beforehand, Mr. Brightman said that even if the show has a big audience, it does not necessarily follow that the substituted political program will have the same audience, since many people will switch to another channel on their sets.

Mr. Christie said the Democrats plan to reserve time in advance on radio and tv in periods from 8 to 9:30 p.m. during the campaign. He said Democratic Chairman Butler has said he hopes for a party radio-tv budget of $5 million.

Both party committees have been reluctant to project exact budgets, despite predictions of heavily increased spending in radio and tv, pending the outcome of bills introduced in Congress this year to increase the legal amount a national committee may spend.

Bills were introduced by Sen. Thomas C. Hennings Jr. (D-Mo.) and Rep. Stewart L. Udall (D-Ariz.) with identical provisions to boost legal campaign expenditures for a national committee from the present $3 million to $12.3 million. Extensive hearings were held on the Hennings measure and it was reported out of the Senate Elections Subcommittee, headed by Sen. Hennings, over GOP opposition. The bill was put on the Senate calendar, but failed of passage because of GOP lukewarmness. Southern senators also were unenthusiastic because the Hennings bill (S 636) did not apply to primary election campaigns.

During the Senate subcommittee's hearings, Democratic National Chairman Butler advocated that networks give national candidates "free time." Frieda B. Hennock, then a member of the FCC, also advocated free or government-subsidized time for candidates. Industry-network spokesmen objected to the "free time" proposals on grounds broadcasters would be forced, under Sec. 315 of the Communications Act, to give free time to candidates of all parties, no matter how small or insignificant.

Stanton Proposal Cited

CBS President Frank Stanton later proposed that Sec. 315 be amended to allow stations and networks to present candidates of major parties on news, panel-type and similar shows without being required to give "equal time" to candidates of minority and splinter parties. This proposal, he felt, would help alleviate the heavy burden on national political committee finances.

Dr. Stanton's proposal later was introduced as measures in the Senate by Sen. Frederick G. Payne (R-Me.) and in the House by Rep. Oren Harris (D-Ark.).

Criticism against the Stanton proposal was leveled by *The Washington Post & Times Herald* (WTOP-AM-FM-TV), which said the proposal would leave open the possibility to networks and stations of favoring one candidate by presenting him more often. The newspaper suggested, instead, that the eligibility of party candidates for such appearances be determined by some method such as a petition requiring 200,000 or more names or a showing that a party's candidate garnered 1 million or more of the total votes at the previous election.

One proposal, to help finance political campaigns by asking contributions from the voter himself, was made by Philip L. Graham, publisher of *The Washington Post & Times Herald*.

Mr. Graham's proposal was that The Advertising Council, of which he is a member and past board chairman, institute a public service advertising campaign on radio, tv and other media, asking listeners and readers to make small contributions, as "good citizens," to the candidate or party of their choice [B•T, June 6]. He cited a post-election 1954 Gallup poll indicating that such a campaign might have brought up to $80 million in contributions to the two parties from some 16 million families.

The Washington broadcaster-publisher said last week that steps are going forward to carry out the plan. The plan was approved by The Advertising Council's board of directors, provided that a bipartisan citizens committee is set up to administer the public service ad campaign [CLOSED CIRCUIT, July 4].

Chairmen of both national committees and others have met with Mr. Graham, he said, and are enthusiastic about the plan, although members of the bipartisan citizens committee have not yet been selected. He hopes it will be organized by next January.

The campaign, Mr. Graham said, would be of the saturation type, carrying intensive public service promotion on radio-tv and other media for 30 days around March or April next year. The saturation campaign would be repeated the same way during the 10 days immediately following Labor Day.

Mr. Graham feels that small contributions by the average voter would remove the "special interest" stigma so often associated with political contributions.

He noted that Sen. Hennings had introduced a bill near the last of the first session of the 84th Congress that would serve to stimulate political contributions by the "average" citizen. This was a proposal that political contributions up to $100 be made tax deductible. Mr. Graham said a similar bill, affecting state income tax, was passed by the Minnesota Legislature in session last spring.

(A&A continues on page 57)

Today's most exciting radio buy is

Monitor

NBC's spectacular success—MONITOR—has put new life into radio! You get BIG results at LOW cost on MONITOR. And in Richmond, you can make this GREAT BUY only on WLEE. Get the whole story from your Forjoe man!

WLEE

NBC RADIO IN RICHMOND

TOM TINSLEY, President **IRVIN G. ABELOFF, Vice President**

Represented by FORJOE & CO.

WSM-TV

Passes Another Milestone . . .

600 REMOTES IN FIVE YEARS OF TELECASTING!

Only a few stations in the U. S. A. could equal WSM-TV's record of remote telecasts.

Why?

Probably because they're expensive . . . because each one involves its own peculiarly tricky technical problems . . . and because it's a rare remote that adds any black ink to the profit column at the end of the year.

Yet many important, colorful, entertaining events take place outside of TV studios.

That's why a tabulation of remotes is often the key to a station's vigor, vision, aggressiveness, and public service — important factors in building the audience loyalty that boosts sales for your products. .

Incidentally, WSM-TV's 600 includes 1952 political campaign speeches by major candidates . . . the inaugural ceremonies of Tennessee's governor . . . Grand Ole Opry shows fed to the network . . . NCAA basketball games from Bowling Green, Kentucky (65 air miles from Nashville) . . . steeplechases, stock car races, baseball games, and other events in locales where many miles and mountains separated pick-up point from tower — requiring supplements to WSM-TV's two-truck, two-camera mobile unit, plus the construction of special relay facilities.

WSM-TV was Nashville's first (and is still Nashville's only) TV station equipped for remote telecasting.

CLEARLY NASHVILLE'S #1 TV STATION

WSM-TV

CHANNEL 4

NBC TV Affiliate — Nashville, Tenn.
Irving Waugh, Commercial Manager
Edward Petry & Co., National Advertising Representatives

WHY NETWORK RADIO MUST ADAPT OR DIE

THERE's a revolution going on in the aural medium. The networks are vying with each other to find something new in both programming and selling. Radio now is an annual $2 million loss item at NBC; they'd be happy just to break even. Will 'Monitor' do the trick? Are the new selling formulas cutting into the spot field? Can four radio networks exist? NBC Executive Vice President Robert W. Sarnoff answers these and other posers (such as the outlook for color television) in the exclusive, recorded interview with B•T editors which follows on this and the next six pages.

For another viewpoint on network radio, see text of ABC President Robert Kintner's speech, page 51.

Q: Would you say that your radio billings have hit bottom? Will the curve turn up soon, or has it done so already?

A: I really don't know. I don't know whether it'll get any worse before it gets better. I think we're pretty close to levelling off.

Q: You don't look for a continuation on the same level, do you? Aren't you hoping for something that'll scoot it up a bit?

A: I'd like to see it scoot up a bit. That's what we're working towards.

Q. Wasn't the comment made at your affiliates meeting that if things continued as they were at that time, the radio network stood to lose about $2 million this year? Have you had any reason to change that estimate, to believe that an extension of the *Monitor*-type format and the *Monitor*-type selling will reduce that loss?

A: Yes. We have projections which indicate that *Monitor* and *Weekday* and the new nighttime form have the potential of wiping out the loss—not this year. And I don't even know whether they will actually wipe it out next year.

Q: How long are you prepared to go on taking a loss on your radio network?

A: I think that's an impossible question to answer because there are too many other considerations and values involved. I don't think anybody's going to put down a figure and say "At this point we'll go out." I'm certain we'll be there as long—or longer—than anybody else is, but I'd be unrealistic if I didn't say that at some point it becomes hard for management to justify an operation that could be a multi-million dollar annual loss operation.

Q: Then, unless you have an upturn in billings, you're going to have to trim operations and overhead, are you not?

A: We have been doing that steadily—so far as cutting costs without degrading the service is concerned. That's one reason we're able to hold our loss this year to $2 million. I think in that respect we probably started earlier than the others did. We'd been hit harder.

Remember, we don't look on the radio network any more as a big business in financial terms. However, it's an important business to the country. It's important to have a radio network service going. We want to keep it going. We think it's important to the stations and the country. I think you've got to have a radio network. This is obvious. It's the only means of communication that can reach all the people instantaneously, and particularly the way it's developing into a personalized service, you know. The people like to have it with them and I think we can provide that service.

But we're not looking to make a lot of money out of our radio network. To be quite frank about it, I'd be very happy to run it at break even and know that we're providing enough of a service so that it's attractive to enough advertisers on a national basis to want to buy it, even though some of them will come in and go out, like on *Monitor* for example.

The idea of *Monitor* never was that you would be sold out to advertisers, with the same ones staying with it constantly. It's like *Today* and *Home* and *Tonight*, in television, where a fellow may come in for three months and it may not serve his purposes to be

in for the next three months, but he does come back three months later, and that's what's going to happen. If we can get enough of it coming in and going out, so that we know we have a steady volume, we'll build our service and cut our operation and overhead to run it at least at a break-even level. From a business standpoint, you know, this represents only a small percentage of the total gross of the company. So I don't look for any great rebuilding to the peaks of the old days. What was the maximum? $60 million, I guess, was about the biggest figure a radio network ever had. Trying to return to that obviously would be wishful thinking, certainly with four networks.

The answer to your question, I think, all depends on what range of time you're taking. Hopefully, our billings in '56 will be higher than in '55. It may be—and this would not be too bad a picture either—even if they were only about the same, they might well give us a prospect in '56 for building up in '57, which we would not have otherwise. That is, '56 may be the year in which we substantially increase our billings in the new participation forms, in *Weekday* and in *Monitor,* and look toward the same sort of thing in the evening.

But at the same time, we may meet ourselves coming backwards as billings from half-hour sales in the evening and strips in the daytime diminish or are withdrawn. These two factors may offset themselves in '56, but if we can keep going in '56 on a future course of building up, then we can look to '57 as the year where we will start getting back from the bottom, with the seeds having been planted in '56.

One point I'd like to make on this is that I'm not complaining, because you always get it when you lead. Our radio network has taken all the brunt for the last year or two of pushing the new forms and trying to come up with solutions. The fact of the matter is that there's practically no difference any more between NBC, ABC and CBS on the sales form. CBS calls it segmentation at night—five minute segments—but it's still a one-minute participation. We. I think, were just a little more direct and called it a one-minute participation. At ABC, the same thing; they have been for some time selling this kind of little units, and have now organized it in their evening schedule.

'MONITOR': NBC's candidate as most likely to succeed.

The only real difference between us now is perhaps in program concept. Well, who knows? Maybe they're right. Maybe we're right. I don't know. I mean ABC and CBS are both making a big pitch on the same programming at the same time every day of the week. It may be that *Monitor* eventually will move toward more regular scheduling of program elements. I think you'll find *Weekday* moving more in that direction. I think when we finally get it shaken down and come out with it on the air you'll find that in *Weekday* there will be certain features every day of the same kind at the same period.

Banking on Audience-Getters

Instead of going to the evening strips like they did, we thought that for this year at least, we would keep what last year were high audience-getters. When I say high audience, it's relative; I mean for radio they were high audience-getters, but since nobody was buying them as individual programs any more we were given the opportunity to get the cumulative audience value by going through the nighttime schedule with a spread of advertising positions. So, in terms of commercial patterns, the three networks are all levelled in the same direction. The only difference now is what's in the programming.

Q: The sales techniques are not really different, would you say?

A: The sales techniques are the same. Therefore, I made this point to the stations at the meeting: The stations really have only one of two choices, I think. They either go with the network, or they go independent, because it isn't a question of not wanting NBC and wanting ABC or CBS as a network affiliation, because they're doing the same thing we're doing. The stations make their choice. They can stay with the network or go independent. The network really has no choice. The networks have to make these new forms work or else.

Q: Speaking of new forms or else, do you have an "else" in mind?

A: We don't think we'll need an "else," and we don't have one in mind. I don't really know what the "else" would be, at this point. During the past couple of years we studied all the different possibilities and out of all those possibilities, the one that emerged as the most likely to succeed was *Monitor.* Now the success of *Monitor* actually was greater than we had anticipated in the beginning and with the reduction of the existing conventional business, which came a little faster than we had expected, it was necessary to take the next step. This next logical step seemed to be to go into the *Weekday* form and hold the nighttime thing the way it is, so far as the programming is concerned. If it doesn't work, I don't know what the next step will be because there are a number of things you can do, but you wouldn't recognize the result as a network, if you do them. That is the problem.

Q: Let's talk about *Monitor* for a minute. There is some talk that it will draw off spot money. What do you think?

A: Quite frankly, we think just the opposite. We think it's already demonstrated that it's creating opportunities for new and bigger spot money. One of the reasons is that the station reps have spots within the body of important network programming, available to sell, which they have had in only small quantities before. But they now have availabilities within the body of *Monitor* as well as availabilities within our nighttime and new daytime structure. We think that if *Monitor* continues to build and is successful, and if the new forms that we're working with on what we now call *Weekday* and our nighttime plan are successful, and if all this programming builds and holds the audience, then we should really create opportunities for the station reps to sell.

Q: Just for the record, could you give us a brief description of *Monitor* and how it works?

A: Surely. *Monitor* is a program service beginning at 8 Saturday morning and running through to midnight Sunday. It's a 40-hour continuous service. The network feeds it continuously, so that it's available to stations throughout the 40 hours. We expect the stations to carry the 14 hours of network option time. And we have offered the programming to them in station time on the theory that—with the exception of some local programming which is important and which they must have—they may find it worthwhile to carry the service in some of their station time.

EVERY MINUTE
HE'S ON THE AIR
PULSE
RATES HIM...

NO. 1

Doug Arthur's DANCELAND

WIBG

Daily for 3½ hours Doug Arthur TOPS EVERYBODY. . . . EVERYTHING! No other station (network or indie) even comes close!

MONDAY-FRIDAY						SATURDAY					
MORNINGS						MORNINGS					
	WIBG	Sta. B	Sta. C	Sta. D	Sta. E		WIBG	Sta. B	Sta. C	Sta. D	Sta. E
10:05	**4.9**	4.8	4.5	3.2	3.0	10:05	**5.3**	2.8	1.3	2.5	3.6
10:15	**5.5**	5.1	4.2	2.7	2.6	10:15	**5.3**	1.8	1.8	2.3	2.8
10:30	**5.9**	5.3	4.4	2.5	2.7	10:30	**5.8**	2.5	1.5	2.3	3.0
10:45	**5.8**	5.2	4.2	2.7	2.9	10:45	**5.8**	2.3	2.0	2.5	3.3
11:00	**6.1**	5.6	3.9	2.7	2.9	11:00	**6.5**	2.8	1.8	2.5	3.8
11:15	**6.4**	5.8	3.7	2.5	2.6	11:15	**6.6**	2.3	1.5	3.1	3.5
11:30	**6.5**	5.3	3.2	2.2	2.7	11:30	**6.8**	2.6	1.8	3.0	3.8
11:45	**6.2**	4.5	3.2	3.0	2.8	11:45	**6.8**	2.5	1.8	3.3	3.6
EVENINGS						EVENINGS					
6:00	**5.7**	3.9	2.0	3.2	3.3	6:00	**4.8**	3.0	1.8	2.8	3.5
6:15	**6.1**	3.5	2.2	2.9	3.3	6:15	**5.1**	2.8	1.5	3.3	2.8
6:30	**6.4**	3.5	2.4	2.9	2.9	6:30	**5.8**	2.5	2.3	2.6	2.8
6:45	**6.0**	3.7	1.7	3.8	3.0	6:45	**5.3**	3.0	1.5	2.5	3.3
7:00	**4.1**	3.0	2.0	2.4	1.8	7:00	**5.3**	2.8	2.1	2.3	2.8
7:15	**3.9**	2.5	1.9	2.2	1.8	7:15	**5.6**	2.5	1.8	2.5	2.5

TOP MAN *in* PHILADELPHIA

3½ HOURS DAILY

Look at the Pulse! Monday thru Saturday . . . in the mornings . . . in the evenings . . . whenever he's on the air . . . every minute . . . Doug Arthur's Danceland enjoys the HIGHEST RATINGS!

What's *MORE* . . . WIBG backs DOUG ARTHUR'S DANCELAND with BILLBOARDS, CAR CARDS, DIRECT MAIL, SPOTS AND WINDOW DISPLAYS OF SPONSOR'S PRODUCTS. Don't Delay
Call **RADIO REPRESENTATIVES** Today!

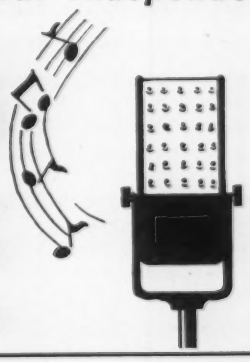
JULY-AUGUST PULSE

pennsylvania's most powerful independent

WIBG

990 | **10,000 WATTS**

PHILADELPHIA 2, PENNA. RI 6-2300



It's made up in units of hours, each with a similar format. Every hour opens with news, goes to sports, goes to a segment of entertainment programming, goes to a 5-minute cutaway for the station to program locally with whatever it wants in the way of local news or local service and returns again to entertainment or variety or information or remote pickup, coming up on the hour. This continues throughout the full 40 hours, so that certain elements of the programming which we consider good enough can be repeated at different points during that time. Certain remote pickups can be presented in episodes to follow the progress of whatever event it is that we are covering. It might start at 2 in the afternoon and be picked up again at 6 and again at 10, depending on how important it is.

Q: And you sell announcements within the network option time?

A: We sell announcements within the network option time, announcements of either one minute, 30-seconds or six-seconds, but the stations also have periods to sell available to them within the network option hours. They have minutes to sell. They have 70-seconds at the hour break, then they have the five-minute cutaway at the half hour break.

Q: About what ratio have you established between the number of spots that the network sells and the number that are available to the stations?

A: The network has nine one-minute availabilities in the network option time hour and the stations have what amounts to four, because if you take their five-minute cutaway, that's presumably a one-minute availability, local. They also have two one-minute availabilities within the body of the hour, and the 70-second availability at the end of the hour.

NO COMMERCIAL RESTRICTIONS

Q: Are there any limitations upon the type of advertiser to whom they may sell? I mean if you sold announcements to a cigarette advertiser, could they sell to one on a spot basis?

A: There's no limitation, except that we try to work it out so that there's a reasonable amount of time between our advertisement and theirs. That is, for competitive products.

Q: Are your commercials run-of-program, or are they definitely scheduled?

A: They are run-of-program.

Now just to complete this, we can also sell participations in station time, but there we have about four and the stations have the equivalent of nine per hour.

Q: On *Monitor*, I believe your gross is $1,000 per one-minute announcement. Is that right?

A: Yes. $1,000 gross per minute announcement.

Q: And you sell the shorter ones in minimum packages . . .?

A: We sell 30-second announcements in minimums of four, and six-second announcements in minimums of 10.

Q: Have you made any computations to indicate what it would cost a national advertiser to buy on a spot basis a one-minute similar to the one-minute he buys network-wise on *Monitor*, using the same list of stations?

A: Well, it's a meaningless computation, actually: it's comparing apples and oranges. When an advertiser's buying a minute in *Monitor* for $1,000, he's buying national coverage. He must order the full network. We guarantee delivery of 75% of the dollar value of the total network. He normally wouldn't be buying all those stations on a spot basis.

Q: How many markets are involved in your minimum network buy?

A: The total network consists of about 200 stations. About 75% of that network is less than 200 stations. But it is 75% of the total network rate and the composition of stations making up 75% of the total network rate would depend on the individual rates of the stations.

Q: Would you regard the sale of network announcements within these programs as competitive with national spot?

A: I would say only where national spot is seeking to get money that has been spent on network for national circulation.

Q: Can you amplify that a little?

A: Yes. The big battle that the spot reps have been carrying on has been that what we are doing—and presumably what ABC and CBS are doing, because their commercial patterns are now virtually the same as ours—is that we networks are going after national spot dollars. Of course, there really is no such thing as national spot dollars. There is a national dollar that the advertiser determines for his own purposes how he's going to spend. But the reps seem to feel that there's an area here which belongs to national spot that should be inviolate, that nobody else should go after.

On the other hand, they are perfectly willing and they have tried to do it—I mean the Quality Group and the Blair group and the others—to go after the money that has been spent for network circulation. They have tried to divert that into national spot. Where they try to do that, I would say we are competitive, obviously. If they go after an advertiser who for years has been buying network and they convince him in a presentation that instead of buying network he ought to buy spot, to that extent we'll do what we can to hold that business. I would say beyond that we're not competitive. No.

Q: Aren't you competitive to the extent that both NBC and the spot people are trying to get a bigger share of the national advertising dollar?

A: Well, I think our objective ought to be to create more advertising dollars for radio so that there's enough for both of us, because, quite frankly, we don't think that national spot can be healthy without a healthy network service. Now if there is no network service, no network programming, we think that national spot ultimately will suffer. Therefore, in effect we are not competitive. We should be building with each other.

Q: How about the argument that the prices on *Monitor* are so low that they amount to price-cutting?

A: Price-cutting? Cutting of what prices?

Q: Radio. The reps, some of them, make the argument that the prices on *Monitor* participations are so much lower than it would cost the advertiser to buy the same thing on a spot basis, that what NBC is actually doing is cutting the value of radio time.

A: I have to go back to the fact that what we are selling is the full network. The advertiser doesn't buy network coverage on a spot basis, so I don't see the comparison between the network price and the spot price for the same number of stations. There is a comparison—and that's between the network participation prices and network prices for time segments. Let's take *Weekday*, because there we have something to compare the prices with. The price per announcement on *Weekday* is about the same and, in some cases, a little more than the price per commercial minute that advertisers are paying and have been paying for some time in conventional network buying.

The question might make sense on the part of those who ask it, if we were undercutting the price level on network. We are not. The $1,500 gross price per commercial minute on *Weekday* is the same or higher than daytime advertisers on NBC and CBS and ABC are getting their commercial minutes for. If the network buys there have not hurt spot, I don't know why they should in the spread commercial form that *Weekday* offers.

You have to be realistic about what advertisers are paying for radio network time under the conventional time period sponsorships today. When you take into account the volume discounts and everything else, their actual cost-per-minute is approximately the same as the participation price in *Weekday*, for example.

Another way of putting it is that the value of the new sales form is not that the announcements cost you less per advertising exposure than in buying a strip or a single program, but it does give an advertiser the ability to spread his advertising messages over many different audiences through the course of the service like *Weekday* or the course of a service like *Monitor* or for many different programs, as under our nighttime plan. He can pick up a cumulative audience for three or five announcements that will be much larger than the audience that he would pick up if he put them all in the same program with virtually the same audience. It's an advantage of flexibility in reaching out again towards the national circulation which he isn't reaching enough of with a single program. It's not a price advantage.

Q: Then you wouldn't agree with the reps who say that the networks should stick to the established format of programming quarter-hours, half-hours.

A: I certainly would not. There's no particular virtue in sticking to something for the sake of sticking to it if it doesn't answer your problem. All you have to do is look at what's happened in the last few years. One rep outfit has stated that if only a better selling effort were made we could do all our selling on the basis of 15-minute units or more, but that's just not true. There will always be some advertisers who for their own reasons—I hope it's true that it'll always be that way—will continue to buy strips or programming entirely for their own sponsorship, but there's very, very little of that any more.

Q: Aside from the commercial pattern, do you think that the quarter-hour program as such, or the half-hour program, is obsolete?

A: As a programming form . . . no. I don't think so. As a matter of fact, what we are doing in our nighttime scheduling is to preserve, actually, the half-hour, 15-minute and the hour form. All we are changing is the selling pattern, because the number of advertisers available to support that form alone is not sufficient any more.

Just look what's happened to us in the past year and I can assure you it has nothing to do with selling. Lux just isn't there any more with *Radio Theatre*. Chesterfield isn't there with *Dragnet*. They're both good shows. They were both in the top 10 last year. *Dragnet* is Number One in the current Nielsen. Somebody can say, "Well, you should have made the sponsors stay," but the fact of the matter is that for their own best reasons they have decided not to go on as single sponsors of those programs. This doesn't mean that the program's no good. Obviously *Dragnet*'s still good as a half-hour radio show. What we've got to do is find another way to get the economic support.

Q: Have any stations given you evidence of an increase in billing, overall, not just from the network, but also from national spot and local advertising, as a consequence of their carrying *Monitor?* Have there been any real success stories from stations since you've switched to *Monitor?*

A: Some stations have told us that as a result of *Monitor*, during the first quarter that it was on, they were completely sold out for the weekend for the first time in a long time. And that's in a period that's been only marginal as far as stations are concerned. I know that our own stations had a 50% increase in station business. Before *Monitor*, these stations were selling about one-third of their weekend availabilities. *Monitor* brought them into the position of selling more than two-thirds of their weekend availabilities, on the average.

Q: In what period did this take place?

PROGNOSIS FOR NETWORK RADIO

- **The slump in billings has about leveled off**
- **But radio networks can't hope to reach the old peaks**
- **Because the big money isn't there any more**
- **NBC, for one, would be happy to break even**
- **'Monitor' and the like should boost all business**
- **If spot competes, network will reciprocate**
- **The four networks conceivably could exist forever**

A: It took place immediately when *Monitor* went in, in June. It was true of all figures we have for July and August. Interestingly enough, the increased business that they got, over and above the network, was just about evenly divided between national spot and local. We actually have a number of case histories—real success stories among the affiliates as a result of *Monitor*. WLW, for example, increased its own sales on the weekend by 300% because of *Monitor;* they went to network advertisers buying *Monitor* to sell additional national spots in *Monitor* on WLW.

Q: Has there been any thought of extending the *Monitor* programming concept to the nighttime hours during the week?

A: No. There's no thinking in that direction at this time. We're proceeding step by step. The evening programs we have on now are getting the top ratings. We intend to keep them on, for this season at least, but we're selling advertising in many of them on the basis of announcements spread across different programs.

Q: You've sold participations in television programming for some time. Has that drawn off any spot money?

A: It may have on occasion drawn a little, but the facts and figures indicate that since *Today*, which was the first of that kind of operation, got started, the growth of national spot advertising in television has been tremendous. It has actually grown at a rate far greater, percentagewise, than network business. We know of many cases where advertisers have come into television first via *Today* and have stayed with *Today* and have in addition bought spot campaigns. We also know of cases where advertisers have bought into *Today* and then have left *Today* and gone to spot campaigns.

Q: Incidentally, are you having any luck selling the participation *Today* show with *Monitor*—I guess combination is the wrong word—but do you . . .?

A: We offered a plan whereby an advertiser to get seven-days-a-week coverage could buy *Today*, *Home* and *Tonight* on NBC-TV and in addition buy *Monitor* on NBC Radio. We merely put it together to show how he could get himself seven-days-a-week coverage.

Q: I'd like to get back to *Monitor* itself for just a minute. You're now getting new contracts, or contract amendments, back from the stations. What percent of your rate card does that represent?

A: On the contract amendments, which include the compensation arrangements for *Weekday* and the evening participation plan, we have signed agreements or statements of intention to sign

from stations amounting to about 85% of the total network rate. That's to date, and we expect 100%.

[Editor's Note: As of last Thursday, two sales had been made. Mennen Co. and Associated Products each had signed for 10 one-minute positions between Nov. 7, when Weekday starts, and the end of this year. The 85% figure on stations which had signed or indicated they would sign the contract amendments also represents the status as of last week.]

Q: How many stations have agreed to take *Weekday* in the 12-to-3 time?

A: As far as clearances half hour by half hour are concerned, we just put out an inquiry and are just beginning to get the returns. The indications of clearance in the network option time periods are very high, but they're much lower in the 12-3 station time period. We'll know better when all the returns are in, but you understand that the network sales will go first and primarily into the network time periods. In fact, most of the availabilities in the station time periods are for station sale.

Q: Did you ask for clearances on participations in the additional evening programs?

A: Yes. We've made some sales on that, and the stations are carrying them, as they have before.

Q: Are all your o&o stations carrying all of *Monitor?*

A: Yes, they are, except for a few periods where they have important local programming in station time.

WHO'S RESISTING 'MONITOR'?

Q: Is there any one or more important group of NBC affiliates which are resisting your *Monitor* concept?

A: Yes, there are some stations and some groups that still aren't convinced.

Q: Are they resisting as groups, or as individual stations? Do they vary from station to station within the group?

A: Actually, they vary from station to station within the group, which is reasonable, because they each have different problems. One of the groups that we have talked to is Westinghouse and they have different problems in Boston than they have in Philadelphia or Pittsburgh. The clearances will vary with the local situation.

Q: On these new contracts, if a station does not sign, does it continue to get compensation at 100% of the face value of its own contract?

A: No. The old contract doesn't provide for compensation for a service like *Weekday*. If he doesn't sign the new one there is no contractual basis we have which will compensate him for *Weekday*.

Q: You mean . . .?

A: I mean he can't really accept *Weekday* programming and get compensated on the old basis.

Q: In that case, the new contract to some extent does cover clearance, or at least acceptance of the *Weekday* concept, doesn't it?

A: No, the contract doesn't cover clearance by its terms. Let me put it this way. If a station intended not to carry *Weekday*, presumably it would not sign that contract. It could agree to the *Weekday* form of compensation and still not clear. It can do that.

Q: But it cannot refuse to sign the new contract and still take *Weekday?*

A: No. Then we would have no provision with that station for compensation for *Weekday* sales.

Q: If he did not sign the contract, which would be the only provision you have for compensating him for *Weekday*, and if he accepted *Weekday* and programmed it and put the network commercials in it, you would then have no basis for compensating him?

A: That is correct, because the compensation for this form of sale is covered in the amendment.

Q: Is the same true of the new participation programs?

A: Yes.

Q: If an affiliate declines for whatever reason to sign the new contract . . .?

A: It's an amendment to the contract.

Q: The amendment to the contract . . . can he under the terms of the old contract continue to take the programming? Or can he continue to be affiliated? Does his affiliation continue until the termination date of the old contract?

A: Well, we are offering a new kind of a service for which at the present time there is no existing compensation formula in the old contract. The new amendment covers this new kind of programming service. It would seem to me the only basis on which he could carry the program, and we would sell him, is on the basis of the new compensation arrangement that goes with this new programming.

Q: Doesn't the old contract require that the network for a given period of time will provide certain programming?

A: No. The obligation of the network under the affiliation contract is to furnish sustaining and sponsored programs of high quality.

Q: For which compensation will be paid at a given rate?

A: That's right. A half-hour sponsorship gets so much compensation. An hour sponsorship gets so much compensation. A quarter-hour sponsorship gets so much compensation. Let's take *Monitor* as an example. . . . All this weekend time is not programmed for quarter-hour or half-hour or hour sponsorship for which compensation is established, so that a new arrangement is needed for compensation. If a station doesn't accept that new arrangement, then we have no deal with that station for compensation under the new service.

Q: Aren't you really changing the terms of the contract while the contract is still in force?

A: We're changing the nature of the service. We're changing the form of the service. I think your question could be dealt with more meaningfully if you asked what would happen if a station declined to clear for and carry the *Weekday* service or the *Monitor* service. If that happened we would have a decision to make as to whether our coverage of that market was sufficiently important and necessary for us to justify taking the next normal step of putting that service on an alternate outlet in that market.

If it were an important market and if we felt that this forward development for which we have high hopes would be adversely affected or even destroyed by unavailability of an affiliate to carry this service in a particular market, we would have, I think, no alternative but to put that service in that market on another station.

Under our contract with the affiliate, we have the right to do so. The affiliate has the right of first refusal on our program in its community, under the change in the Commission's rules. If the affiliate exercises that right of first refusal by declining to carry the program, it would be within our prerogative to decide whether or not to put that program or that service on another outlet of the community.

Q: In order to put the service on another station, what sort of contract, if any, do you need to sign with the other station?

A: We haven't faced that question yet. But I think we would offer that other station a compensation arrangement parallel to that which we would offer any other affiliate.

Q: For that particular program?

A: Yes.

We're building more homes in growing San Diego!

San Diego is now the Nation's 15th Market
in the sale of Lumber and Building Materials.
(Sales Management, Survey of Buying Power, 1955)

Bigger than – Buffalo, New York; Kansas City, Missouri;
Miami, Florida or Dallas, Texas.

There are more people, BUILDING MORE,
making more, spending more,
and watching Channel 8 more than ever before!

KFMB TV

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

Q: Then those stations which did not clear *Monitor* might continue to take the NBC evening programs?

A: Yes. It's quite conceivable that a station could be carrying weekend *Monitor* and our nighttime programming, but for its own reasons not want to take *Weekday*. And that *Weekday* conceivably could be put on another station in that market.

Q: You'd really have a split network, then, if that occurred to any great extent, wouldn't you?

A: Well, you might have split affiliations. You'd still have the same coverage, though. It obviously wouldn't be as desirable as having it all on the same station. It would not be desirable for us, and it would probably be less desirable for the normal affilate. Because his identity with NBC would be diluted to the extent that a big portion of our service would be carried on another facility in his market.

But, remember, we want to keep the network going. The only way we can keep the network going is to provide national coverage in all the markets. I made this point to the affiliates. They are the answer, really. They're the key to whether or not a network can keep going, because if they don't want a network, there won't be a network. You can't have a network unless the stations carry the programming.

Now, all these arguments about cutting prices and competing with spot and all that kind of stuff, I think are unimportant in the face of the problem facing the networks . . . not just us, but CBS and ABC and Mutual. The problem is to get enough money into the business to maintain the networks and to maintain healthy stations. As far as the stations are concerned, quite frankly, I don't see that it makes any difference to them—and many of them have told me this—whether their money comes from spot or local or network as long as they get money to run their operation. What difference does it make, really, where it comes from? As far as the network goes, it's got to get enough national money to run its operation and I think that it's only by running a healthy network that you provide a base for a healthy national spot and in terms of providing enough revenue to stations to keep a healthy local operation going. I think they're all inseparable.

CAN THERE BE FOUR NETWORKS?

Q: How long do you think four radio networks can exist?

A: Conceivably, under the new forms they might exist forever. But the kind of money that radio once knew isn't there any more and it"ll never be there any more.

Q: On weekday nighttime radio programming, do you plan on increasing the number of programs which are sold on a participating basis?

A: What we've done is to take the existing nighttime schedule, with some of the programming sold on the conventional basis. Those that are no longer sponsored this season, which we feel are still good programming and where we were able to make the arrangements to sell them on that basis, will go into the participating plan.

Q: In other words, you will expand the plan as the need arises?

A: You mean, will we add others? I think as of now we have a sufficient inventory in the evening not to contemplate any increase. If we should sell everything now available on a participation basis, and we have other unsponsored properties available, we might add them to increase our potential. I think the ideal thing would be to be sold out at nighttime through a combination of existing forms of sponsorship, plus the new ones. If the day should ever come when all the existing standard sponsorships go by the board, we'll have to take a new look, and it may be that the only thing left is participation on the whole nighttime schedule.

Q: Let's change the subject a minute—to color television. Many people are asking when color sets are going to be available at lower prices?

A: That's a little out of my bailiwick. The manufacturers should answer, not the broadcasters.

Q: I ask you this as associated with the company which is a subsidiary of one manufacturer which is really active in color set production.

A: I don't think I can give you a date. The answer really is the same as with any manufacturing process. When the volume of production gets up to a point—I don't know what that point is, quite frankly—the price has got to come down. It always does, with any product. The thing is here, it isn't RCA alone. It's RCA plus the rest of the industry and it's impossible for me to give you an indication of what the rest of the industry is going to do.

Q: Can you give us an estimate of color set production today?

A: Not exactly, but I do know that the demand for RCA 21" color sets has picked up tremendously since the start of our fall color schedule. I just heard that all the sets they've made so far have been sold and that production is being increased. It now appears that the industry will produce next year at least 300,000 color sets and that if more color tubes are available, that figure can be substantially increased. It seems now that in 1957, the industry will turn out at least 1,500,000 color sets. I think that if more than that can be produced, then more will be sold.

Q: How many color sets are now in circulation?

A: I think offhand that there'd be somewhere between 25,000 and 50,000 right now, and the number is increasing daily. They're in key spots. It isn't like being hidden away in an upstairs bedroom. You've got the majority of them in public places; you've got them in dealers' stores and in distributors' showrooms, so that the number of people who are seeing color far exceeds the limited number of sets.

Q: How long do you think NBC will continue to add color to its telecasts?

A: My guess would be that from here on our color programming will increase rather than stay where it is. I'm not talking about this season. I think that this season we're pretty well set as to what we are going to do, although it's possible we may add some film programming in color. Actually, while we have more color facilities for live programming than anybody else in the business—I think almost than everybody else combined—all our color facilities are being used to capacity.

Q: How about the production expense of color? Who picks up the tab? The advertiser, or NBC, or is it a joint venture?

A: Almost without exception it's been picked up by the advertiser. Last year we sold a dollar volume of programming in color of somewhere around $14 to $15 million. This year it'll be better than $35 million.

Q: Does that include time costs, or only programming?

A: That involves time, production and programming for those telecasts and the comparable figures are on that basis.

Q: Are you selling it at a break-even point, this 30-million-dollar volume?

A: Yes, although there are some things we're doing where we probably won't get back all our costs for a while, obviously.

Q: What are the costs to advertisers percentage-wise for color shows compared to the black-and-white shows? How much more does it cost?

A: Well, it depends on . . .

Why We Didn't Hire Gretchen

"This," our secretary intercom'd, "you gotta see."

We saw. (We found out the hard way, long ago, that secretaries are best obeyed.)

* * *

Our visitor slank in, the obvious product of a School for Models and the little bistro around the corner. "I was streamlining to Beverly Hills," she began, "When your lush countryside beguiled me. This is the divine little spot I've dreamed of all my life. I have decided to work for you."

"Darling," we protested, "you can't bury yourself here. This is corn country. Hybrid."

She plead. "I'm tired of the Lido, Capri, Rio. I want to plant roots and till earth. I want to spray bugs. I want to meet Real People."

"Can you type?" She couldn't. "Take shorthand?" No. "Well, what exactly did you have in mind?"

She was a wonderful hostess, she admitted.

"What," we asked with some trepidation, "do you do?"

"I circulate," she breathed.

* * *

Gretchen didn't get the job. WMT-TV has circulation to spare, with more audience in its 25-county primary area than all other stations combined during 87% of the telecasting week.

We referred Gretchen to the Los Angeles office of our national representative, The Katz Agency, and never did hear how she made out. They sent us an order, though.

Q: Then those stations which did not clear *Monitor* might continue to take the NBC evening programs?

A: Yes. It's quite conceivable that a station could be carrying weekend *Monitor* and our nighttime programming, but for its own reasons not want to take *Weekday*. And that *Weekday* conceivably could be put on another station in that market.

Q: You'd really have a split network, then, if that occurred to any great extent, wouldn't you?

A: Well, you might have split affiliations. You'd still have the same coverage, though. It obviously wouldn't be as desirable as having it all on the same station. It would not be desirable for us, and it would probably be less desirable for the normal affilate. Because his identity with NBC would be diluted to the extent that a big portion of our service would be carried on another facility in his market.

But, remember, we want to keep the network going. The only way we can keep the network going is to provide national coverage in all the markets. I made this point to the affiliates. They are the answer, really. They're the key to whether or not a network can keep going, because if they don't want a network, there won't be a network. You can't have a network unless the stations carry the programming.

Now, all these arguments about cutting prices and competing with spot and all that kind of stuff, I think are unimportant in the face of the problem facing the networks . . . not just us, but CBS and ABC and Mutual. The problem is to get enough money into the business to maintain the networks and to maintain healthy stations. As far as the stations are concerned, quite frankly, I don't see that it makes any difference to them—and many of them have told me this—whether their money comes from spot or local or network as long as they get money to run their operation. What difference does it make, really, where it comes from? As far as the network goes, it's got to get enough national money to run its operation and I think that it's only by running a healthy network that you provide a base for a healthy national spot and in terms of providing enough revenue to stations to keep a healthy local operation going. I think they're all inseparable.

CAN THERE BE FOUR NETWORKS?

Q: How long do you think four radio networks can exist?

A: Conceivably, under the new forms they might exist forever. But the kind of money that radio once knew isn't there any more and it"ll never be there any more.

Q: On weekday nighttime radio programming, do you plan on increasing the number of programs which are sold on a participating basis?

A: What we've done is to take the existing nighttime schedule, with some of the programming sold on the conventional basis. Those that are no longer sponsored this season, which we feel are still good programming and where we were able to make the arrangements to sell them on that basis, will go into the participating plan.

Q: In other words, you will expand the plan as the need arises?

A: You mean, will we add others? I think as of now we have a sufficient inventory in the evening not to contemplate any increase. If we should sell everything now available on a participation basis, and we have other unsponsored properties available, we might add them to increase our potential. I think the ideal thing would be to be sold out at nighttime through a combination of existing forms of sponsorship, plus the new ones. If the day should ever come when all the existing standard sponsorships go by the board, we'll have to take a new look, and it may be that the only thing left is participation on the whole nighttime schedule.

Q: Let's change the subject a minute—to color television. Many people are asking when color sets are going to be available at lower prices?

A: That's a little out of my bailiwick. The manufacturers should answer, not the broadcasters.

Q: I ask you this as associated with the company which is a subsidiary of one manufacturer which is really active in color set production.

A: I don't think I can give you a date. The answer really is the same as with any manufacturing process. When the volume of production gets up to a point—I don't know what that point is, quite frankly—the price has got to come down. It always does, with any product. The thing is here, it isn't RCA alone. It's RCA plus the rest of the industry and it's impossible for me to give you an indication of what the rest of the industry is going to do.

Q: Can you give us an estimate of color set production today?

A: Not exactly, but I do know that the demand for RCA 21" color sets has picked up tremendously since the start of our fall color schedule. I just heard that all the sets they've made so far have been sold and that production is being increased. It now appears that the industry will produce next year at least 300,000 color sets and that if more color tubes are available, that figure can be substantially increased. It seems now that in 1957, the industry will turn out at least 1,500,000 color sets. I think that if more than that can be produced, then more will be sold.

Q: How many color sets are now in circulation?

A: I think offhand that there'd be somewhere between 25,000 and 50,000 right now, and the number is increasing daily. They're in key spots. It isn't like being hidden away in an upstairs bedroom. You've got the majority of them in public places; you've got them in dealers' stores and in distributors' showrooms, so that the number of people who are seeing color far exceeds the limited number of sets.

Q: How long do you think NBC will continue to add color to its telecasts?

A: My guess would be that from here on our color programming will increase rather than stay where it is. I'm not talking about this season. I think that this season we're pretty well set as to what we are going to do, although it's possible we may add some film programming in color. Actually, while we have more color facilities for live programming than anybody else in the business—I think almost than everybody else combined—all our color facilities are being used to capacity.

Q: How about the production expense of color? Who picks up the tab? The advertiser, or NBC, or is it a joint venture?

A: Almost without exception it's been picked up by the advertiser. Last year we sold a dollar volume of programming in color of somewhere around $14 to $15 million. This year it'll be better than $35 million.

Q: Does that include time costs, or only programming?

A: That involves time, production and programming for those telecasts and the comparable figures are on that basis.

Q: Are you selling it at a break-even point, this 30-million-dollar volume?

A: Yes, although there are some things we're doing where we probably won't get back all our costs for a while, obviously.

Q: What are the costs to advertisers percentage-wise for color shows compared to the black-and-white shows? How much more does it cost?

A: Well, it depends on . . .

Why We Didn't Hire Gretchen

"This," our secretary intercom'd, "you gotta see."

We saw. (We found out the hard way, long ago, that secretaries are best obeyed.)

* * *

Our visitor slank in, the obvious product of a School for Models and the little bistro around the corner. "I was streamlining to Beverly Hills," she began, "When your lush countryside beguiled me. This is the divine little spot I've dreamed of all my life. I have decided to work for you."

"Darling," we protested, "you can't bury yourself here. This is corn country. Hybrid."

She plead. "I'm tired of the Lido, Capri, Rio. I want to plant roots and till earth. I want to spray bugs. I want to meet Real People."

"Can you type?" She couldn't. "Take shorthand?" No. "Well, what exactly did you have in mind?"

She was a wonderful hostess, she admitted.

"What," we asked with some trepidation, "do you do?"

"I circulate," she breathed.

* * *

Gretchen didn't get the job. WMT-TV has circulation to spare, with more audience in its 25-county primary area than all other stations combined during 87% of the telecasting week.

We referred Gretchen to the Los Angeles office of our national representative, The Katz Agency, and never did hear how she made out. They sent us an order, though.

from a sponsor's viewpoint

ED TAYLOR AND DAVE KUTNER are Marketing Vice President and Advertising Director respectively of Motorola, Inc. Like the company they work for, they are progressive and imaginative—quick to pioneer when a new opportunity comes along.

Perhaps that's why NBC MATINEE THEATER first piqued their interest. It was different and unconventional . . . a different full-hour drama every weekday from 3:00 to 4:00 p.m., in both black and white and color, featuring production, writing and stars of nighttime calibre.

Intrigued, Messrs. Taylor and Kutner dug deeper. They found:
. . . that according to ARB, hour-long dramas are the most popular form in the daytime (just as they are in the evening)
. . . that NBC MATINEE THEATER will have an estimated coverage of 32,500,000 homes (90% of all TV homes in the United States)
. . . that the commercials will be 90 seconds in length allowing each selling message to be developed fully and powerfully
. . . that, for all of its unique features and quality production, MATINEE's total cost comes to only $10,326 gross per commercial position.

Then Motorola considered the *new* audience that this fresh, quality program would inevitably attract; the prestige of association with top stars and top production; the growing advantages of color commercials. Motorola added all these things together and signed as a long-term client.

Other discriminating advertisers like Aluminum Company of America, Procter & Gamble, and B. T. Babbitt Company – have analyzed MATINEE and come to the same conclusion.

Take a long, examining look yourself. You'll find you too can enjoy major values on

NBC
MATINEE
THEATER

Q: It depends on the show, I realize. How about a dramatic show, for example?

A: It's around 2% to 15%, with an average of about 10%. That is, overall budget.

Q: So the average advertiser buying a color production is paying about a 10% color premium. Is that correct?

A: It comes roughly to that. It's a little difficult to pin it down. Take the spectaculars. They are expensive productions, color or no. You still would need almost the same amount of time in the studio. It is true that it takes a little longer time to warm up the cameras in color. And you've got to take a little more time with the lighting. But the basic elements are there because of the size of the show, not because of color.

Q: How about the World Series? How much did color add to the cost, percentage-wise?

A: Negligible. Because it's only the difference between rolling out the color mobile unit and rolling out the black-and-white unit, and you may have a few more engineers. It's a little more costly, but not very much.

THE EXPENSE IN SPECTACULARS

Q: What's the most expensive spectacular you've had on NBC in production costs?

A: You mean which single spectacular? I guess *Peter Pan* was the most costly. [Approximately $300,000.]

Q: What single show now in planning and committed to the schedule will have the highest production cost this season?

A: Well, the one that will have the highest cost, but you can't exactly call it production cost, will be *Richard III*. [$225,000.]

Q: What's your average cost for a spectacular—about $200,000?

A: In that area. Some of them may go to two and a quarter.

Q: Could you estimate what percentage of the total NBC is paying for itself or absorbing for total color?

A: If the fellows stay within their budgets, we are getting our costs back on the spectaculars. That represents a multi-million dollar operation, when you take the Monday, Saturday and Sunday night specs.

Q: What percentage . . . ?

A: Let me give you an example just a little further. We converted Studio 3K to color. It's the studio which *Howdy Doody* was in. We brought down a wall and made it a larger studio and that was all converted to color. We're doing *Howdy Doody* in color. Well, *Howdy Doody* is not completely sold as you know. Therefore, we bear some costs of getting *Howdy Doody* on the air because it's not completely sold out. So you can't say that you're underwriting color, because of course you're also underwriting black-and-white, really. I mean your production costs.

Q: That refers back to the question I asked some time ago: how long will you continue to absorb some of the cost on color?

A: Well, my guess would be that the unabsorbed costs of color will continue to diminish. That would be our objective.

Q: What reaction are you getting from advertisers on color, considering the roughly 10% average differential? Are you finding any resistance or are they enthusiastic? Are they eager to experiment with color commercials?

A: There is a growing interest on the part of a number of agencies to learn about color. There is a growing interest on the part of a number of advertisers. Some of them don't want to consider it now, quite frankly, because they say there are not enough sets out. I have heard no complaints about the fact that to do color would cost a little more than to do black-and-white. It's certainly true that those advertisers who are using color on NBC now are, I believe, wholly satisfied with their results. The proof of that is that of all the pioneer sponsors on the spectaculars, all but one came back to use color, came back to sponsor the same series.

Q: Which one was that one?

A: Hazel Bishop. But everyone else came back, plus new sponsors, additional sponsors. Look what happened when we announced the *Color Spread* Sunday night show. We nearly sold it out weeks before it went on the air.

Q: So you're still bullish about color?

A: More so than ever.

Q: Have you any general observations to make that we haven't ferreted out before we sign off? A closing commercial, possibly?

A: Well, as a further answer to your earlier questions—"Is network radio competitive with spot radio?" and "Are the new network forms which NBC is developing competitive with spot?"—I'd like to say this:

Spot radio takes many different forms. The historic and traditional form has been a regional buy for the regional advertiser or special supplementary coverage for the national advertiser, with selectivity of the market, of the stations in the market, and of adjacencies on the station. In these forms NBC network radio is in no way competitive with spot, because the basis for the network buy on a participation form is the full network which delivers national circulation, which is the only thing networks have to sell, which is the thing they were created to sell.

In recent years, because of the decline in listening to individual network programs and the failure therefore of networks to deliver as high a national overall circulation as they did traditionally, spot radio has moved into the network field of national circulation. And rather than ask ourselves: "Is network invading spot?" we might better ask: "Has spot been invading network?" It has been invading network to the extent that spot sellers are seeking to sell and spot buyers are being persuaded to buy national circulation on a spot basis. This is the sort of thing that networks delivered and delivered very well when they covered the country and when each program got a huge audience. As those audiences fell off, advertisers have been weaned into spot to get replacement national circulation.

Certain spot reps have criticized networks on the grounds that there is a list of advertisers who formerly bought spot and who are now moving into *Monitor* or into the CBS segmentized program form, or into one of the other network participation forms. Of course, we could show you a list about 30 times as long of advertisers who formerly bought network, and who have been sold into spot and away from network to get the national circulation they wanted from network—which networks were not efficiently delivering under the single program sponsorship form.

What we are seeking to do with *Monitor* and with *Weekday* is to bring back to the network revenues from advertisers who want national circulation. In this area, where we're talking about the advertising buy that rests on national circulation, spot and network are competitive. They're competitive because spot has sought to compete with network's traditional buy, and we are going to compete in that field for national circulation. The spot reps who say that networks should confine themselves to the sales of program periods of a quarter-hour or more are saying, "We don't want competition. We want the networks to be confined to the most ineffective form of competition, that form which has a diminishing market for national circulation." We think that networks are entitled to, and have to sell national circulation because it's the only field they have to sell. If spot is going to compete with network in this field, then we're going to have to compete with spot.

True color... high definition

yours with GPL's 3-Vidicon Color Film Chain

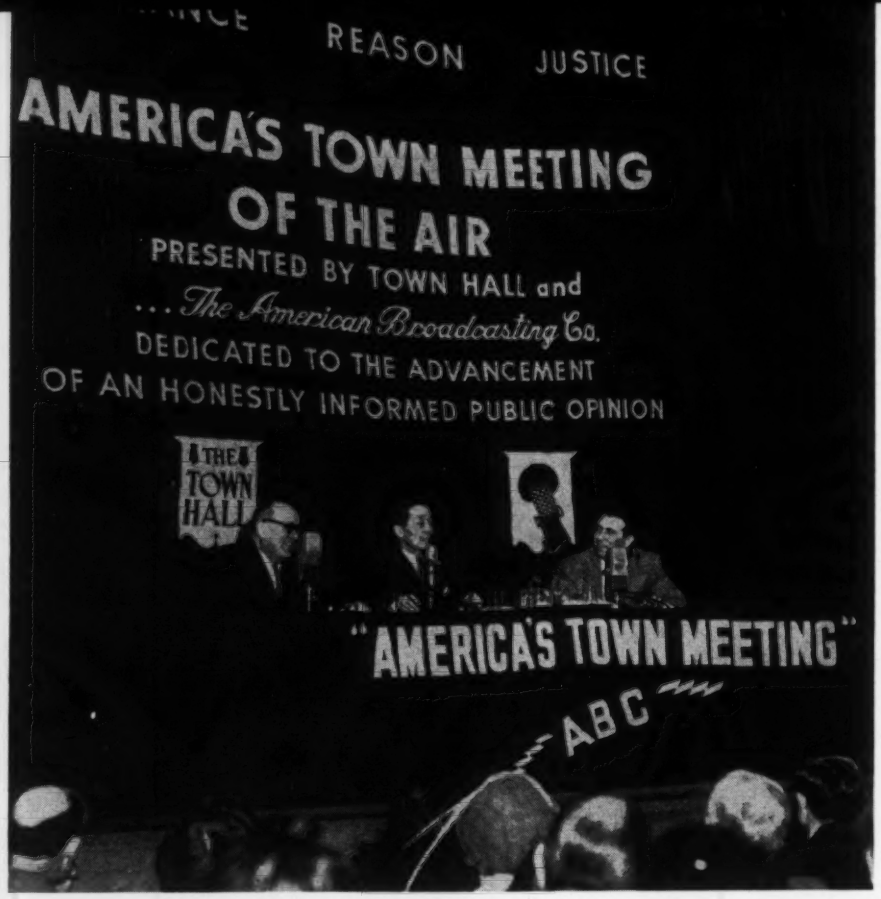
Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain recently developed by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy installation into your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.

General Precision Laboratory Incorporated

PLEASANTVILLE, NEW YORK

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



ABC'S 'TOWN MEETING': 500,000 MILES OF RADIO

GETTING TO THE GRASS ROOTS IS THE WINNING FORMULA FOR 'RADIO'S NUMBER ONE ROAD SHOW'

THROUGH RADIO's power of mobility, a 20th Century version of the old New England town hall meeting is unfolding in cities and towns across the United States.

One week it may be Phoenix . . . then Philadelphia . . . and after that Hartford. Radio can move around easily, and with it moves *America's Town Meeting of the Air* (ABC Radio, Sun., 8-9 p.m., EST), fulfilling its primary objective of stimulating interest in public issues among the inhabitants of "grassroots America," but also providing an extra "bonus" for the medium of radio. It is believed to be network radio's only show that is almost continuously on tour.

There is little doubt that *America's Town Hall,* produced by The Town Hall Inc., New York, deserves the title of "radio's number one road show." Here are a few travel statistics about the program (and Town Hall welcomes any comments from challengers to its title):

Since the program first started touring in 1941, it has had more than 200 different points of origination. It has visited 42 states and 14 foreign countries. William R. Traum, director of the radio-tv division of Town Hall and producer of the radio program, has travelled more than 300,000 miles in 10 years of association with the organization. Over the past 14 years, the program itself has chalked up some 500,000 miles.

With each passing year, *Town Meeting* has become more and more a "radio road show." The first year the program toured there was a schedule of six out-of-town originations. Some 40 to 45 cities will be visited this year, but this scarcely indicates the overpowering interest of the program. In the past 18 months, Town Hall has had to decline some 267 requests for originations out of New York!

Mr. Traum is convinced that the consistent and increasing demands for the program not only highlights the durability of *Town Meeting,* which has been on the air for more than 20 years, but dramatizes the continuing strength of radio. He believes that an educational program, like *Town Meeting,* proves that radio can be pre-eminent in areas of programming that are thought-provocative, rather than merely entertaining.

Another facet of the touring *Town Meeting* which pleases Mr. Traum and Town Hall is that organizations seeking out-of-town originations are eager to pay for them. Mr. Traum noted that sponsoring groups pay from $1,500 to $2,500 for the origination, bolstering his contention that the program is held in high regard and is not merely a public relations vehicle for a particular organization or institution. Among the sponsoring groups have been numerous schools and colleges, civic and professional groups, chambers of commerce, social welfare organizations and religious and business groups.

All Radio Gains

Enthusiastic as Mr. Traum is with the warm reception of *Town Meeting* all over the country, he is equally pleased that the program rebounds to the benefit of radio as a whole. He points out that in each city from which the program broadcasts, a well-organized and executed publicity campaign precedes the actual event. Front-page publicity in even the "anti-radio" press, he said, is not rare. In the vast majority of the communities, Mr. Traum added, *Town Meeting* represents the first origination of a network radio program and is treated as an all-out civic event, constituting an on-the-spot public relations effort for the network and the affiliated station.

Characteristic of station response to a *Town Meeting* origination, according to Mr. Traum, is the following comment from Simon Goldman, general manager of WJTN Jamestown, N. Y.:

"First of all, I want to tell you how wonderful it is to have these originations for the affiliates. For this origination, WJTN call letters were plastered all over the area on display cards; every newspaper story carried our call letters and the tie-up between WJTN, ABC and *Town Meeting* was spread far and wide, both by us on the air and in print by the Chamber of Commerce. Programs like *Town Meeting* help to emphasize the importance of WJTN as well as ABC to the area. *Town Meeting* is a good example of how much more important the program becomes once it's been in the community, and I know that in addition to the people who packed Jamestown High School and paid to see it, we had one of the largest listening audiences for the program that we've had any time, and we always do well with the show. In addition, our audience will continue to be higher from now on because the program was in Jamestown and Jamestown area people were on it, and it now becomes much more familiar and more important."

It is the line of reasoning expounded in Mr. Goldman's letter that has convinced Town Hall that more and more "grass roots" originations pay off dividends for *Town Meeting* and for radio. For the first seven months of 1955, Mr. Traum noted, the program has had 26 tour dates, as compared with 20 in the corresponding period of 1954; 18 in 1953 and 17 in 1952.

With the number of tours increasing each year, it is conceivable that *Town Meeting* will get around to the six states still unvisited —Arkansas, Idaho, Montana, Delaware, North Dakota and Vermont.

"Pa . . . afore you answer . . . by all means take the full 30 seconds."

STORER BROADCASTING COMPANY

top ma[illegible]
and engineering executives
choose

Stainless

for their tower
of 1100′ overall height,
for WAGA-TV, Atlanta, Georgia

WAGA-TV

ATLANTA, GEORGIA

George B. Storer
President
Storer Broadcasting Co.

Glenn Boundy
Chief Engineer
Storer Broadcasting Co.

YOU CAN MAKE MONEY IN NETWORK RADIO

THAT'S WHY WE'RE IN BUSINESS, SAYS ABC PRESIDENT KINTNER

LAST WEDNESDAY President Robert E. Kintner of ABC received The Pulse Inc.'s award as "Man of the Year" in the communications industry. In accepting the award at that organization's annual luncheon he commented specifically about the future of network radio and also about the emergence of ABC-TV as a third strong network. His remarks, slightly condensed, follow.

PERHAPS it is ironical that this 14th Annual Pulse Luncheon be held during October, since this month is designated as National Ulcer Month, and the emphasis on ratings in our business must be one basic cause of the disease.

Turning first to radio, let me say that there is no law, no regulation that compels ABC or the other companies to stay in the network radio business. We can stop being a radio network merely by letting our advertiser and station contracts expire; by paying off our telephone bills; and running, at a profit, our own radio stations as independents. Speaking only for ABC, we have no intention of doing this. We are in business for a profit, as are all companies. We continue to have faith in the operation of radio networks, to believe that they represent, in addition to a great force for good, a means of making substantial money.

In fact, after a long study of our radio operation and that of our competitors, several months ago we decided to increase our expenditures in programming, advertising, sales, research and all the elements that make up the operation of a network, because we believe we have at least a partial answer to making the radio network business less ulcerous.

We may be wrong. If we are, we will continue to experiment in other ways, with daytime and nighttime, because we know that a business which can do a gross of over $600,000,000 is something not dead enough to be buried. We also know that a medium that covers 96% of all homes in America does not have one foot in the grave.

We believe that radio has literally been researched to death: We have been proving there are more radios than telephones; more radios than bathtubs; more radios than women, at least pretty women. Yet radio revenues and radio prices have continued to drop. I think the fault lies not with the public, although audience levels have fallen—or even with tv—but with the networks, which have not devoted sufficient time, money, and ingenuity in programming; with some agencies, which have taken an easy way out, since their clients want to buy television and it's a glamour buy; and with some advertisers who take the course of least resistance against the entreaties of their distributors and salesmen to "give us television"; and some radio stations, which are constantly attacking the networks for cutting prices and degrading the business, but who, themselves, are important offenders in their local markets. We are all guilty of doing a bad job in a great medium of communication.

There have been many—and they have been elaborate—studies of radio. It seems to me that they all boil down to one thing: What the great bulk of people, whether they are housewives in the daytime or individual members of the family at night, want is a quality service designed to accommodate itself to what the individual is doing at the time he or she chooses to do it.

I am talking about a refinement of the conception of "my radio" versus "our television." It is axiomatic that radio listening today is not the family gathered together at nighttime for a Fred Allen or a Jack Benny; it is not the old days of no competition for the nonreading time of the housewife; nor is today comparable to 1939-1945, when every news program on a radio network meant a matter of life and death to each family.

In answer to a changing communications world, we—and by "we" I mean the networks, the advertising agencies and the stations—came up with new sales plans, new segmented selling, mostly based on cheap programs of a standard radio type, without proper research and proper perspective, or we over-emphasized a too obvious form of programming. As we recently detailed in our ABC presentation on our new nighttime programming, radio set sales are greater than television; most people have more than one radio set; there is less radio listening in living rooms and more in other rooms and in cars; radio is listened to by individuals and not by the family; radio listeners look for both personal guidance and entertainment; and last, but probably most important, most daytime

MR. KINTNER (c) accepts the "Man of the Year" award from Dr. Sydney Roslow (r), director of The Pulse Inc. At left is Leonard Goldenson, president of American Broadcasting-Paramount Theatres.

radio listeners do other things while they listen, while two out of three nighttime listeners concentrate only on the program.

To put it another way, about as many people listen to radio as before, but they do not listen as extensively. To reach the maximum of advantage as a communications medium, therefore, is a job that can be expressed in simple terms: Either the listener has to listen longer when he listens to the radio, or he must be persuaded to come back to radio more often. How can this be done?

First, as to daytime radio, in researching the operation of three networks in the daytime, we discovered, in connection with certain morning ABC programming, there was much higher listening by younger housewives with larger families than there was to other offerings on ABC or the other networks.

Obviously, any appeal that radio can make to the younger person offers a tremendous advantage to the advertiser and to the network. We discovered that this young housewife bias came about particularly in dramatic shows that were more realistic than the regular soap operas and that offered a complete episode every day, or at the

In Cincinnati - - - - -

There is only one

Station

which gives you

BOTH!

WCKY . . . ON THE AIR EVERYWHERE • TWENT

In-Home...

WCKY has **21%** of the Cincinnati "in home" audience between 6 am and 6 pm Monday thru Friday*

(2nd in "In Home" Audience)

•

•

Out of Home...

WCKY has **27.5%** of the Cincinnati "out of home" audience between 6 am and 6 pm Monday thru Friday**

(1st in "Out of Home" Audience)

•

WHEN YOU BUY CINCINNATI— BUY THE STATION WHICH GIVES YOU BOTH THE "IN HOME" AND "OUT OF HOME" AUDIENCES.

BUY WCKY

* Pulse; July-Aug.
** Pulse Summer '55 "Out of Home".

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

most over a period of one week. To this end, ABC is removing the last vestiges of conventional soap opera to meet these requirements. I personally think the clue is here for a rehabilitation of audiences in daytime radio.

The toughest problem is the nighttime, not only because television is a major factor, but also because radio has to satisfy, in some degree, a great variety of persons who are home, in their cars, or in some way have a radio available to them. When television came, we were lulled into a false sense of values by what appeared obvious. Why not turn to music, since television cannot do music as effectively as can radio? The result was a tremendous emphasis by the stations and networks on music. With this music complex there also came a companion one. Why not concentrate a great deal on news, since television cannot do news as speedily as radio?

It was easy for stations, particularly, and networks to go overboard on this concept, because there had been many stations, even in the heyday of radio, which had been successful as music and news stations. This concentration on this type of programming not only had the effect of removing the excitement from radio, but also had an adverse effect on the efficiency of the advertising message, for long blocks of music soon lulled the listener into a kind of half-listening, a kind of half-attention.

The transition period for all radio, as television grew, was this pendulum swing to music, via disc jockeys and other programming forms. It was not the answer to radio's reorientation, but I believe that it did point up that the new kind of listener to radio wanted freedom—freedom to drive the car, to do housework and even to read. Music provides long blocks of entertainment that the listener can turn to and receive short periods of entertainment without the necessity of coming back again and again to finish the entertainment, or the insistence of staying for a long length of time to hear the end.

We believe that the present news and music concepts have proved that people want to be free in radio listening. Watching television, people report they feel a lack of this freedom in that the tv set demands and commands the major portion of their attention while they are viewing. Our research indicates that we should try to meet the demands of the listener for freedom, but at the same time supply to him not just continual music, but real and vital information with a sense of excitement.

This is the reason that we are reprogramming our entire nighttime Mondays through Fridays in a way that the listener is free to tune in or out and is enabled to get not only news, but entertaining and practical approaches to his improvement and greater happiness. What we are trying to do is to establish a theme, in each 25 minutes of programming, broken by 5- or 10-minute segments so that the listener will have the freedom to choose at any time during the evening, without being glued to his set. At the same time, however, we have retained what we believe was and is the basic strength of radio: knowing at what time, on a regular basis, particular types of programming can be heard.

Why Networking?

Before I leave the subject of radio, let me make one more comment. From a small group of station operators I hear this almost week-in and week-out. Why do we need any radio networks? Why shouldn't everything be programmed locally? Perhaps, in the short run, the local station operator might profit more. He gets 100% of the dollar when he sells a program or a spot on a local basis.

However, I believe that this is a very short-term view of radio and one that will drag the industry to lower and lower levels. If you are willing to accept that radio business should seek the level of records, local newscasts and the limited productions that local stations can afford, obviously there should be no radio networks.

If you believe that a mass medium that covers 96% of all homes in America should continue to have great and instantaneous news services, a variety of skilled commentator opinion; if you believe that the public is entitled to the maximum expenditure for program offerings; if you believe that there is sufficient ingenuity in the communications business to provide programs of national stature, then radio networks do have a place.

In spite of all network radio's troubles, all major radio stations still voluntarily subscribe to networks—a true indication of the vitality of networks as a useful function.

I would now like to turn briefly to the question of television and discuss it in terms of the emergence of a strong third network. One of the worst things that can happen to any business is monopoly. It is bad for those who enjoy it, it is destructive to progress, and it is not in the public interest.

Have you ever stopped to think what the emergence of ABC, as a major television network, means? To the public it means that the listener is no longer confined to a choice of two national programming structures; he now has a third and in the public interest I hope the day will come that we will have a fourth and a fifth.

To the advertiser and agency it means several things. It means that the agency and ad-

KXLY-TV PRODUCES 1000% SALES GAIN!

KXLY-TV's vastly superior coverage combined with powerful merchandising (FREE to qualified advertisers) really delivers the SALES! Look what happened for White King "D".

"It is with a great deal of enthusiasm that I write and tell you of the wonderful results we received in your recent Telemarket with the IGA and Red and White Stores. We had over 70 displays in these stores and the movement of our new White King "D" increased over a thousand percent in the two weeks. I am looking forward to another Telemarket in the not too distant future and have every confidence that it will be bigger and better than the one we have just concluded.

Very truly yours,
(signed) Art Gwinner
District Sales Manager
Spokane

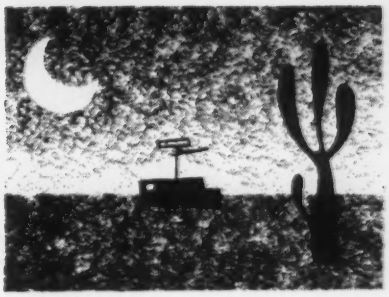
Available at a discount when purchased in conjunction with the "XL" Network.

SPOKANE KXLY-TV WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

You can't—in Yuma

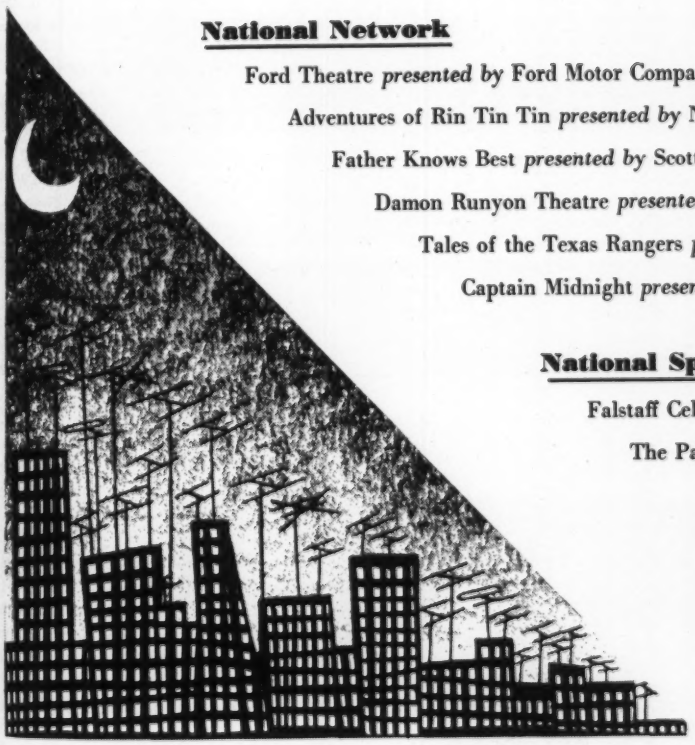


but...

IN EACH OF THE OTHER 266 TELEVISION MARKETS IN THE UNITED STATES

You can

ENJOY AT LEAST ONE OF OUR GREAT PROGRAMS EVERY WEEK



National Network

Ford Theatre *presented by* Ford Motor Company

Adventures of Rin Tin Tin *presented by* National Biscuit Company

Father Knows Best *presented by* Scott Paper Company

Damon Runyon Theatre *presented by* Anheuser-Busch

Tales of the Texas Rangers *presented by* General Mills

Captain Midnight *presented by* Wander Company

National Spot

Falstaff Celebrity Playhouse *presented by* Falstaff Brewing

The Patti Page Show *presented by* Oldsmobile

National Syndication

Celebrity Playhouse – Premiere Oct. 1955

Jungle Jim – Premiere Oct. 1955

All Star Theatre

Top Plays of 1955

Jet Jackson

Big Playback

TV sets in Yuma, Arizona . . . 18,900
TV sets in the rest of the United States . . . 36,081,100

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

233 WEST 49TH STREET, NEW YORK 19, N. Y. • CIRCLE 5-5044

let's
get down
to bare facts
THE ONE OUTSTANDING MILWAUKEE
RADIO BUY IS WEMP!
If you were right here, in the country's 15th largest population center, you'd get next to the facts in a hurry. The Big One is that the important local advertisers . . . the guys who know the market best . . . buy WEMP. 24 hours a day of music, news and sports delivers Milwaukee's largest audience at the lowest cost per head. And this is based on facts compiled by two rating services. Pretty good, don't you think? Because, how often do two of 'em agree?
24 HRS. A DAY OF MUSIC, NEWS AND SPORTS
Milwaukee's Best Buy
WEMP
AM FM 5,000 WATTS
Represented Nationally By Headley-Reed
1925-1955... 30 Years of Service to Milwaukee

vertiser now have one of the most important assets of the business, a greater freedom of choice. They no longer are dependent upon their franchises on NBC or CBS. They now have additional ways of testing new programs, building new franchises and improving old franchises. They also know that if the competition increases, the chances of program improvement are greater, and they can only benefit from the greater response of the public.

To those who are connected with programming, a strong third network means greater opportunity for talent, particularly young talent; greater opportunity for developing new program ideas; greater opportunity for doing business in a creative world.

But in a growing industry, problems always remain. For the future, I would say the Number 1 television problem is the scarcity factor in the total number of television stations in individual cities. I am referring to the limitations that the Federal Communications Commission has put on the number of truly competitive television stations in the American communities.

This problem is bound up with and by an extension of it—namely, the uhf problem. It is almost literally impossible for a uhf station to compete successfully in a city where there are two vhf stations, unless the uhf station was the first on the air, and even then it is difficult. Uhf works well in uhf-only markets, but against strong vhf competition it is not equal to the task. Yet uhf stations are needed to cover the country.

What is desired, and can be developed by government allocation, is a truly national television service where in the great majority of the top 100 markets a minimum of three, and I would hope four, truly competitive—I stress the word competitive—stations can be located.

Support Antimonopoly Moves

CBS and ABC have recently filed before the FCC plans whereby competitive television services can be supplied in most of the top 100 markets covering the great bulk of the population of the country. I will not appraise the CBS plan here, nor argue for the ABC plan, but I do believe that everyone interested in the business must support prompt government action to diminish present station monopoly.

Through deintermixture, that is the removal of uhf or vhf stations from some cities; through reallocation of vhf stations now assigned, but unused in less populous communities; through the opening up of educational stations which are not going to be used for any real purpose to regular programming, we can build competitive services in most of the top markets of the country. We believe that this is one problem left in the communications industry that will plague and vex not only the industry, but the public as well, for the rest of its days unless action is taken soon. Faster FCC action is also needed on vhf grants in such cities as Pittsburgh, Boston, and Miami where the vhf allocations are there, but undecided.

It is axiomatic to us that the large bulk of the population of the country is entitled to have at least three choices of national programming. Obviously, it is in our selfish interests, but it is also in the interest of the advertiser and the agency and the viewer. When this problem of scarcity is solved by the government, as I am sure it will be, then you will find that this portion of the communications business will be more competitive than radio ever thought of being, because with radio in its heyday there remained the scarcity of clear channels which contributed to an unequal situation among the networks.

[A&A continues from page 32]

NEW SYSTEM TESTS TV EFFECTIVENESS

Gallup & Robinson executive explains how company's Direct Purchase Index tells whether tv commercials actually sell.

A NEW SYSTEM for measuring the sales effectiveness of television was described Thursday by Leyton E. Carter Jr., vice president and director of television, Gallup & Robinson, Princeton, N. J., at an American Marketing Assn. meeting in New York.

Rating services provide the measurement of audience size for an advertiser's tv show, which Mr. Carter called "the measurement of opportunity." The impact-playback technique introduced by his firm some four years ago gives "some objective measurement of the sales themes and ideas which are communicated to the tv audience," he said, but a gap still remains "between the buying of tv time and knowing its effect on sales."

What is needed, he said, "is a meter on the pipeline of customers coming into the market from television for a particular brand." That meter, Mr. Carter explained, was consumers answers to a simple question which Gallup & Robinson had first used in conducting kitchen inventories: "In the past eight weeks, what things have you bought as a direct result of seeing them advertised on television?"

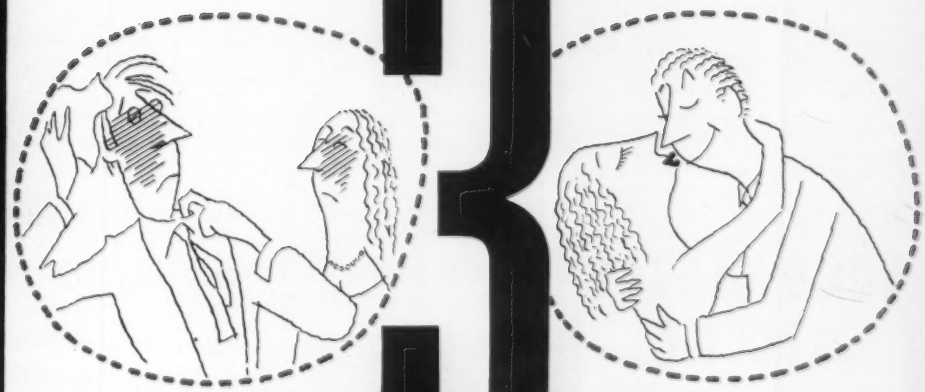
From this, he reported, "we have developed the Direct Purchase Index, which is simply the number of people per thousand who say that they have bought a given brand in the past eight weeks as a direct result of television—and who can prove it." The proof: First, the G&R kitchen inventory reveals that the product is actually in the home. Second, the person must testify to having seen the commercial. Third, the person must describe or "play back" the commercial itself.

"A slightly different piece of evidence is that products which are not advertised on television are almost never mentioned," Mr. Carter

PARTNERS in the Kal, Ehrlich & Merrick agency exchange congratulations on the completion of a third of a century in the advertising business in Washington, D. C. Left to right: Norman C. Kal, who started the agency in 1922, Harry L. Merrick, Alvin Q. Ehrlich and Bernard R. Linkins.

DON'T OVERLOOK THE FACTS

Fact Number 3 for [illegible]N color TV system



3

NO H[illegible]GHTS

4 Keep watching this space for more revealing facts!

3 No need for large, heat-generating banks of lights. Eliminates elaborate air-conditioning requirements.

2 Camera employs simple cathode-ray tube costing only $100. Life expectancy of 4000 to 5000 hours, or approximately 2 cents per hour cost.

1 Permits color broadcasting on modest budgets. Costs no more than monochrome I.O. system. May be used for monochrome as well as color.

DUMONT VITASCAN

TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

Edgar Clayton

Personality Plus

5000 Watts at 970 kc

WERH

Radio's big feature is its intimacy. And when you're friendly with folks half the job of selling is already over. Just about one of the friendliest guys anywhere is **WERH'S Edgar Clayton.** If he isn't liked by someone, it's probably the postman. He's a tip-top mail-puller and with **33 county** post offices located in **WERH's 200,000 radio homes** market, **Edgar** is friendly with a lot of people. Our latest **Conlan** proves that. So do our **advertisers.** Here's a partial list of **Edgar Clayton** sponsors:

Dixie Lillie Flour
Westinghouse Appliances
Purina Feeds
Armstrong Tires
SSS Tonic
Pepsi-Cola
Pan-Am Gas & Oil Products
Coca-Cola
Gulf Refining
Chevrolet-Oldsmobile
Frigidaire Appliances
General Electric
Chrysler-DeSoto
Ford Motor Co.
Sherwin-Williams Paints

Ask **Chas. B. Tucker,** Commercial Manager at **WERH,** about **Edgar** and other **WERH personalities** and how they can sell for you too. **Hil F. Best Company** representatives also know the story. They'll be pleased to tell it to you.

5000 WATTS
970 KC
HAMILTON, ALA.
HUGH J. FITE, President

WERH

National Representatives

HIL F. BEST COMPANY

stated. "People are not confused among radio, television, magazines and newspapers."

Two case histories were used as illustrations of the main advantage of the Direct Purchase Index—"that an advertiser may know very quickly just how well his current television advertising is doing in producing sales." Saran Wrap, Mr. Carter recalled, started on tv in the fall of 1953. "It was on three tv shows that year and the index shot up rapidly in the fall to 60 and then to 96. In June, when it was dropped from two television shows, it went down sharply. Then, in the fall of 1954, Saran Wrap was on a very popular show, *Medic,* and the index rose again and in March had continued to rise."

Gleem toothpaste is another "outstanding tv success," Mr. Carter said. "In February 1954 the Direct Purchase Index for Gleem was 50. In April it went up to 91 and from April to December showed a slight but steady decline. However, in March it rose slightly again and appears still to be doing a powerful job in winning new customers and inducing old customers to return to Gleem."

HOW MUCH SHOULD A CLIENT SPEND?

THE BUDGET ADVICE that an agency should give its clients was discussed last Wednesday by Sherwood Dodge, vice president and general manager, Foote, Cone & Belding, New York, who said the "soundest recommendation from an agency point of view is the one which will produce the greatest long-term profits for the client."

Mr. Dodge, in his talk before a luncheon meeting of the International Advertising Assn. in New York, outlined a research method used by his agency.

With aid of charts, Mr. Dodge showed what he said was the "relationship of changes from year to year in the percent of the brand's total advertising budget received by a particular market, and the percent of sales accounted for by that market."

Mr. Dodge also said that he thought too much time is being spent these days on analyzing why people prefer one brand product to another, instead of looking into the behavior patterns set by the American public. "Too often we have learned only what people think they think," instead of what they actually do in the final act. Calling the latter "performance research," Mr. Dodge reported that FC&B had long gone into testing people, via "blind products" to see what the American buying public would actually do, rather than what they said they would do under the discomfort of a sampling interview.

Blankenship to Bates & Co.

DR. A. B. BLANKENSHIP, manager of research department, Young & Rubicam, New York, has joined Ted Bates & Co. as vice president and research director. Dr. Blankenship studied under a Rockefeller Fellowship and spent several years as associate professor of marketing at Temple U., Philadelphia. Before joining Y & R he was senior research associate with Stewart Dougall & Assoc., New York.

DR. BLANKENSHIP

Open Tv to Smaller Advertiser—Breckner

LOCAL and regional advertisers must be allowed equal access to television with the large national advertisers, during the prime evening hours as well as other time periods, Robert Breckner, vice president in charge of programming of KTTV (TV) Los Angeles, said Friday in a talk to the Advertising & Sales Club of Seattle.

Mr. Breckner quoted from the B•T interview with NBC President Sylvester L. Weaver [B•T, Feb. 28] in which Mr. Weaver said that whereas it didn't matter too much if the big companies took over radio, this is not true of television: "If television were limited, for instance in the soap field, to the Big Three, the other companies would go out of business, literally go out of business. They could not compete without television, in terms of selling."

Agreeing that all advertisers must have access to tv, Mr. Breckner said: "When we talk about access to television for the medium sized or small advertiser, the regional or local advertiser, there's only one kind of access that counts. That's equal access, equal with the national advertisers."

Noting that the best and most effective hours on tv are the mid-evening time when it is convenient for the public to watch tv, Mr. Breckner declared that, to have equal access to television, the local or regional "must have access to these prime viewing hours. Any arrangement which reserves these choice viewing periods for the great national advertisers, but which says to the smaller company that he can use television only during the less valuable time periods, is not wholesome and is not right."

William S. Walker Dies of Heart Attack

WILLIAM S. WALKER, president of Walker & Downing General Agency, Pittsburgh, died Oct. 24 of a heart attack.

MR. WALKER

Mr. Walker founded WWSW Pittsburgh in the late twenties and in later years was part owner of KQV same city. In 1920 he and Harold Downing formed the advertising agency bearing their names.

He is survived by his wife, Elsie W. Walker.

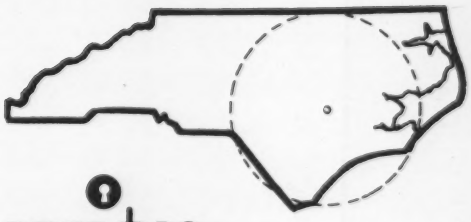
Hoyt Co., McAtee Adv. Will Merge on Nov. 3

CHARLES W. HOYT Co., New York, will merge with John R. McAtee Adv. Inc., Miami, Fla., effective Nov. 3, Winthrop Hoyt, board chairman, announced Friday. The Hoyt Co. will now have offices in three cities—New York, Miami and Hartford, Conn.

Move was made, according to company spokesmen, in order to absorb the Eastern Shipping Corp. account handled by the McAtee firm, and to give Hoyt a southern base of operations "in anticipation of business expansion in the Caribbean resort area." Mr. McAtee becomes a vice president of the Hoyt company and will manage the Miami office.

wide open land of opportunity right in your own back yard!

now this ripe eastern carolina market--the area tobacco men call the Golden Belt--opens wide with the birth of witn--channel 7--316,000 watts--and with excellent programs for viewers starving for nbc-tv shows. transmitter at grifton, north carolina and studios and offices at washington, north carolina.



witn
channel 7
NBC
serving eastern north carolina

ILLINOIS-INDIANA-MISSISSIPPI

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	Farms With Tv	% Tv Farms
ILLINOIS			
Adams	2733	1556	56.9
Alexander	594	130	21.9
Bond	1364	761	55.8
Boone	1048	672	64.1
Brown	840	312	37.1
Bureau	2735	1807	66.1
Calhoun	823	452	54.9
Carroll	1508	1096	72.7
Cass	953	425	44.5
Champaign	2847	1948	68.4
Christian	2111	1189	56.3
Clark	1791	754	42.1
Clay	1652	366	22.2
Clinton	1572	881	56.0
Coles	1665	750	45.0
Cook	2272	1803	79.4
Crawford	1515	622	41.1
Cumberland	1455	471	32.4
De Kalb	2010	1446	71.9
De Witt	1160	721	62.2
Douglas	1304	670	51.4
Du Page	1039	829	79.8
Edgar	1787	979	54.8
Edwards	918	171	18.6
Effingham	1819	380	20.9
Fayette	2443	869	35.6
Ford	1323	861	65.1
Franklin	1627	567	34.8
Fulton	2528	1196	47.3
Gallatin	673	183	27.2
Greene	1390	895	64.4
Grundy	1104	856	77.5
Hamilton	1481	246	16.6
Hancock	2583	1315	50.9
Hardin	527	41	7.8
Henderson	909	671	73.8
Henry	2844	2456	86.4
Iroquois	3094	1729	55.9
Jackson	1726	649	37.6
Jasper	1879	351	18.7
Jefferson	2507	786	31.4
Jersey	1102	773	70.1
Jo Daviess	1853	826	44.6
Johnson	1086	106	9.8
Kane	1879	1706	90.8
Kankakee	2108	1529	72.5
Kendall	1029	756	73.5
Knox	2334	1653	70.8
Lake	1293	1044	80.7
La Salle	3487	1917	55.0
Lawrence	1092	398	36.4
Lee	2247	1347	59.9
Livingston	3098	1528	49.3
Logan	1765	843	47.8
McDonough	1907	940	49.3
McHenry	2059	1626	79.0
McLean	3505	1954	55.7
Macon	1911	1313	68.7
Macoupin	2865	1848	64.5
Madison	2695	1618	60.0
Marion	2181	845	38.7
Marshall	1111	480	43.2
Mason	1133	535	47.2
Massac	873	146	16.7
Menard	820	283	34.5
Mercer	1784	1424	79.8
Monroe	1312	728	55.5
Montgomery	2365	1295	54.8
Morgan	1560	812	52.1
Moultrie	1149	552	48.0
Ogle	2430	1251	51.5
Peoria	1981	1081	54.6
Perry	1301	422	32.4
Piatt	1140	812	71.2
Pike	2214	1150	51.9
Pope	757	52	6.9
Pulaski	794	145	18.3
Putnam	437	165	37.8
Randolph	1743	873	50.1
Richland	1346	210	15.6
Rock Island	1607	1301	81.0
Saint Clair	2288	1394	60.9
Saline	1563	581	37.2
Sangamon	2503	1285	51.3
Schuyler	1212	551	45.5
Scott	677	325	48.0
Shelby	2743	912	33.2
Stark	874	590	67.5
Stephenson	2387	1145	48.0
Tazewell	1882	944	50.2
Union	1245	245	19.7
Vermilion	2577	1633	63.4
Wabash	721	207	28.7
Warren	1620	1130	69.8
Washington	1786	654	36.6
Wayne	2545	273	10.7
White	1446	283	19.6
Whiteside	2430	1802	74.2
Will	2607	2067	79.3
Williamson	1319	412	31.2
Winnebago	1876	1199	63.9
Woodford	1734	757	43.7
TOTAL:	175,543	91,538	52.1
INDIANA			
Adams	1928	675	35.0
Allen	3195	1810	56.7
Bartholomew	1565	1021	65.2
Benton	1094	722	66.0
Blackford	858	450	52.4
Boone	2182	1741	79.8
Brown	612	365	59.6
Carroll	1645	876	53.3
Cass	1974	842	42.7
Clark	1751	1300	74.2
Clay	1738	1075	61.9
Clinton	1891	1441	76.2
Crawford	1177	466	39.6
Daviess	2003	888	44.3
Dearborn	1616	1095	67.8
Decatur	1609	1076	66.9
De Kalb	1829	1175	64.2
Delaware	1946	1456	74.8
Dubois	1706	396	23.2
Elkhart	2853	1001	35.1
Fayette	798	601	75.3
Floyd	1016	721	71.0
Fountain	1316	784	59.6
Franklin	1732	960	55.4
Fulton	1788	892	49.9
Gibson	1916	588	30.7
Grant	1998	1320	66.1
Greene	2099	1175	56.0
Hamilton	2001	1639	81.9
Hancock	1510	1095	72.5
Harrison	2392	1386	57.9
Hendricks	2142	1691	78.9
Henry	2203	1656	75.2
Howard	1676	1235	73.7
Huntington	1990	995	50.0
Jackson	1966	945	48.1
Jasper	1617	1129	69.8
Jay	2022	900	44.5
Jefferson	1813	1086	59.9
Jennings	1554	748	48.1
Johnson	1373	1111	80.9
Knox	1888	1149	60.9
Kosciusko	2598	1187	45.7
Lagrange	1710	581	34.0
Lake	1706	1433	84.0
La Porte	2166	1673	77.2
Lawrence	1741	1034	59.4
Madison	2297	1912	83.2
Marion	1786	1448	81.1
Marshall	2357	1342	56.9
Martin	764	316	41.4
Miami	1589	897	56.5
Monroe	1558	1114	71.5
Montgomery	2031	1596	78.6
Morgan	1509	1145	75.9
Newton	907	639	70.5
Noble	1989	980	49.3
Ohio	416	285	68.5
Orange	1558	735	47.2
Owen	1380	811	58.8
Parke	1469	864	58.8
Perry	1074	341	31.8
Pike	1056	365	34.6
Porter	1597	1336	83.7
Posey	1383	521	37.7
Pulaski	1493	902	60.4
Putnam	1962	1305	66.5
Randolph	2271	1240	54.6
Ripley	2278	1205	52.9
Rush	1582	1265	80.0
Saint Joseph	1938	1402	72.3
Scott	926	512	55.3
Shelby	1874	1587	84.7
Spencer	1615	478	29.6
Starke	1275	850	66.7
Steuben	1316	760	57.8
Sullivan	1963	1199	61.1
Switzerland	1234	655	53.1
Tippecanoe	1829	1062	58.1
Tipton	1284	923	71.9
Union	634	501	79.0
Vanderburgh	1193	451	37.8
Vermilion	808	491	60.8
Vigo	1911	1175	61.5
Wabash	1881	1050	55.8
Warren	987	488	49.4
Warrick	1312	322	24.5
Washington	2156	1250	58.0
Wayne	1783	1206	67.6
Wells	2134	1020	47.8
White	1615	756	46.8
Whitley	1716	995	58.0
TOTAL:	153,593	91,282	59.4
MISSISSIPPI			
Adams	1026	120	11.7
Alcorn	2498	407	16.3
Amite	2737	310	11.3
Attala	3089	284	9.2
Benton	1537	328	21.3
Bolivar	6739	507	7.5
Calhoun	2672	266	10.0
Carroll	2066	170	8.2
Chickasaw	2444	198	8.1
Choctaw	1590	85	5.3
Claiborne	1204	107	8.9
Clarke	2255	397	17.6
Clay	1944	114	5.9
Coahoma	5134	447	8.7
Copiah	2785	487	17.5
Covington	2172	225	10.4
De Soto	3840	922	24.0
Forrest	1333	212	15.9
Franklin	1276	234	18.3
George	1306	178	13.6
Greene	1124	80	7.1
Grenada	1394	165	11.8
Hancock	711	216	30.4
Harrison	1046	299	28.6
Hinds	4627	870	18.8
Holmes	4108	355	8.6
Humphreys	2614	230	8.8
Issaquena	605	95	15.7
Itawamba	2504	342	13.7
Jackson	1216	287	23.6
Jasper	2735	390	14.3
Jefferson	1787	96	5.4
Jefferson Davis	2499	315	12.6
Jones	3610	638	17.7
Kemper	2475	312	12.6
Lafayette	2532	474	18.7
Lamar	1570	282	18.0
Lauderdale	2557	619	24.2
Lawrence	1791	192	10.7
Leake	3737	489	13.1
Lee	3960	483	12.2
Leflore	4938	319	6.5
Lincoln	2717	532	19.6
Lowndes	2317	165	7.1
Madison	4059	424	10.4
Marion	2667	436	16.3
Marshall	3483	554	15.9
Monroe	3775	395	10.5
Montgomery	1642	139	8.5
Neshoba	3569	532	14.9
Newton	2870	538	18.7
Noxubee	2685	189	7.0
Oktibbeha	2103	117	5.6
Panola	4457	1077	24.2
Pearl River	1767	676	38.3
Perry	1065	114	10.7
Pike	2531	472	18.6
Pontotoc	3402	537	15.8
Prentiss	2758	356	12.9
Quitman	3864	599	15.5
Rankin	2896	725	25.0
Scott	2872	466	16.2
Sharkey	1431	122	8.5
Simpson	2802	426	15.2
Smith	2694	280	10.4
Stone	620	158	25.5
Sunflower	6681	488	7.3
Tallahatchie	4521	650	14.4
Tate	2975	636	21.4
Tippah	2590	568	21.9
Tishomingo	1859	162	8.7
Tunica	3664	387	10.6
Union	3044	717	23.6
Walthall	2595	358	13.8
Warren	1316	192	14.6
Washington	4348	319	7.3
Wayne	1913	178	9.3
Webster	1847	71	3.8
Wilkinson	1378	88	6.2
Winston	2672	268	10.0
Yalobusha	1902	343	18.0
Yazoo	3777	516	13.7
TOTAL:	215,915	29,514	13.7

OTHER STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Idaho	July 25, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina	Oct. 24, 1955
(N. C. totals showing tv farms is corrected from 47.2% to read 26.3%)	
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

We Had To Turn Out The Lights To Get Them To Leave

"Nighttime radio? Forget it — everybody's watching television."

Tain't so in Philadelphia . . . at least, not on WPEN.

From 9 o'clock at night, people come by the thousands to the WPEN studios to watch and participate in our programs. And we don't give a thing away. (We actually had to hire a hostess to handle the crowds.)

Can you imagine — in staid Philadelphia — a full house every night till five in the morning? Fact is, we have to turn out the lights to get them to go home.

Programming like this is one of the reasons why WPEN has the *GREATEST RATING INCREASE**, the *LARGEST OUT-OF-HOME LISTENING**, and *MORE LOCAL AND NATIONAL ADVERTISERS*** than any other station in Philadelphia.

The Station of Personalities

WPEN

Philadelphia

*Pulse July, August 1955
**B.A.R. July 1955

Represented Nationally by Gill-Perna.

Marschalk & Pratt Elects Three V. P.'s

THREE executive changes, effective Nov. 1, at Marschalk & Pratt Div. of McCann-Erickson, New York, was announced last week by Samuel L. Meulendyke, M & P president. Elected vice presidents were William C. Munro, Russ Johnston and E. George Cloutier.

Mr. Munro has been head of radio-tv research at McCann-Erickson and before that was with Geyer Adv. as an account executive on the Kelvinator Div. Prior to that he was with George Gallup in a copy research capacity.

Mr. Johnston has been vice president in charge of radio production at McCann-Erickson for the past year and for six years prior to 1948. In the interim, he was vice president in charge of radio and tv for Ward Wheelock Co. (now defunct). At one time program head of CBS Hollywood, he also set up and directed the film division of NBC.

Mr. Cloutier was formerly with J. Walter Thompson, New York, and Lewis & Gilman, Philadelphia. At Thompson, he was copy group head and contact group head on the Eastman Kodak account.

'Spot Radio Report' Expands List of Cooperating Agencies

PROGRESS toward expanded coverage of spot radio information was reported last week by Executives Radio-Tv Service, Larchmont, N. Y., which has added 13 agencies to the list of those cooperating with its monthly *Spot Radio Report*.

The publication now has a reporting source of 60 leading advertising agencies across the nation, according to James M. Boerst, publisher. Latest agencies offering cooperation are Buchen Co., Dancer-Fitzgerald-Sample, W. B. Doner, Doyle Dane Bernbach, Hepworth Adv., Hicks & Greist, Kenyon & Eckhardt, Dan B. Miner, Sherwin Robert Rodgers, Ross Roy, Silton Bros., United States Adv. Corp. and Wesley Assoc.

The upsurge in agency cooperation, Mr. Boerst said, indicated "an encouraging trend on the part of agencies to bring spot radio activity into the open." He observed that agencies are "the only source of complete activity for each individual client," and added:

"Even more encouraging is that this trend is extending to advertisers. Many advertisers who in the past refused permission for the publication of their spot radio activity are now giving that permission to their agencies without hesitation."

'Journal' Forecasts 1956 As Record Advertising Year

BUSINESS will spend more than ever before on advertising in 1956, according to the *Wall Street Journal*, and higher tv costs aren't scaring away the big spenders who can afford to pay for choice time and programs.

Of 103 large and small companies questioned in a *Journal* survey, 65 plan bigger advertising budgets for 1956, 12 can't or won't say, 24 report no change and 2 say they will decrease their spending. An overall increase of 10% or more is predicted over last year's outlay of $8.5 billion.

"Going by what our clients are planning now, I'd say that advertising next year will go up about 15%," says Fairfax M. Cone, president of Foote, Cone & Belding.

Much of the increase, according to the *Journal*, will reflect only higher advertising rates. A survey made by Standard Rate & Data Service shows that of 427 tv stations, 157 boosted their one-hour, one-time Class A rates by an average of 22%. Magazines and newspapers had similar increases.

There also has been a considerable amount of shifting advertising among the various media, with network radio showing the only decrease. Network television showed the biggest jump, 30% for the first eight months of 1955 over a similar period last year.

An example of increases of two large companies:

"The largest increase in our 1956 budget, which will be higher than 1955, will go into tv," says an official of the Ford Motor Co. The firm's Fird Div. added the one-and-a-half hour *Ford Star Jubilee* on CBS-TV to its advertising program this year. Westinghouse will lay out $5 million to sponsor tv and radio coverage of next year's political conventions and elections as well as a series of debates between the leaders of both parties.

Encore Buys Half-Hour, 25 Spots in N. Y., Phila.

UNITED STATES Tobacco Co. (Encore cigarettes), New York, through Kudner Agency, New York, is using television strongly in two areas—New York and Philadelphia—according to L. A. Bantle, vice president of the company. The schedule includes spot announcements as well as a fully sponsored half-hour show in each territory. Future plans include a market-by-market expansion of the campaign.

In the New York market, Encore sponsors 25 spots, including weather reports and a half hour show, *Fabian of Scotland Yard*, Saturday nights on WRCA-TV.

In Philadelphia, Encore underwrites *Favorite Story* on WPTZ (TV) Saturday nights, plus the same number of spots—25 weekly—on such shows as *Today, Tonight, Home, Tennessee Ernie, Feather Your Nest, Here's Jack Wilson, It Pays To Be Ignorant* and the *Saturday Night Movie*.

Hazel Bishop Buys 10 CBS Radio Serial Strips

HAZEL BISHOP Inc. has purchased 10 segments weekly of four Monday-through-Friday CBS Radio daytime serials, effective Jan. 2, 1956, John Karol, vice president in charge of network sales, announced Wednesday.

Described by the network as "a major purchase of radio network time," the Hazel Bishop contract points up increased and renewed interest among major national advertisers in network radio, Mr. Karol added. He noted also that Hazel Bishop last August had achieved a total mail pull of some 200,000 letters over a two-week period when it made lipstick and compact offers on four of the network's daytime serials.

In the new purchase, Hazel Bishop, through Raymond Spector Co., New York, on behalf of its lipstick, Complexion Glow, nail polish and compact makeup products, will sponsor three segments weekly of *Backstage Wife*, two segments weekly of *Our Gal, Sunday*, three segments weekly of *Second Mrs. Burton* and two segments weekly of *Perry Mason*.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

NIELSEN • SAMS • BMB • PULSE • HOOPER • ETC.

You Choose!

Use the measurement YOU like . . . because for 31 years . . . in ROANOKE and Western Virginia the RADIO answer always comes out WDBJ:

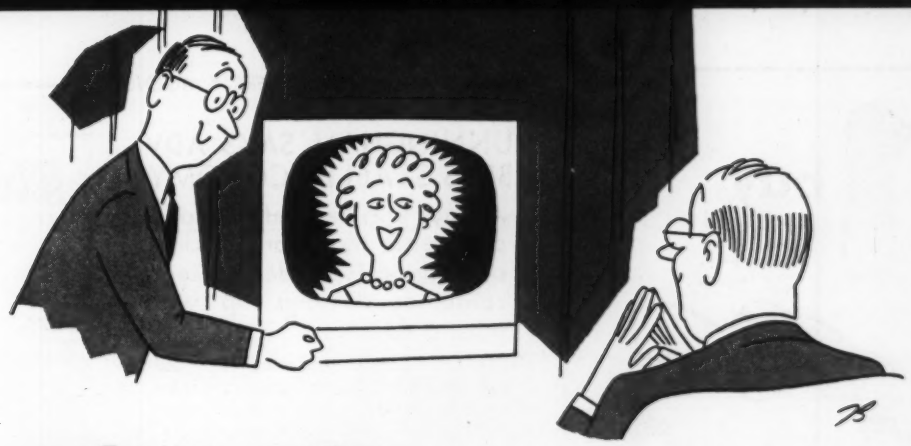
Ask Free & Peters!

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*



How adequate house monitoring can *HELP YOU* sales-wise

WHEN a client visits your office, are you able to punch up any on-air signal . . . color or monochrome . . . on the channel selector of your nearest TV receiver? Or, are you limited when it comes to station monitoring? Wouldn't it give you a "selling aid" to be able to go to your channel selector and receive:

a. Any rehearsal . . . live program . . . preview of sponsor's film
b. Any on-air show . . . from studio . . . from transmitter
c. Other local stations' off-air signals . . .

A sales plus in the Sales Manager's office

With a modern RCA signal distribution system you can flip the switch and bring in whatever your customer requests. Handles all studios in rehearsal, on-air signal, or any local station. Up to seven channels are available . . . tailored to your own special requirements . . . for monochrome and color.

How the house monitoring system works

Local and remote signals (audio and video) are fed to a closed circuit transmitter of the monitran type. An RCA monitran handles local signals—one monitran is used for each signal.

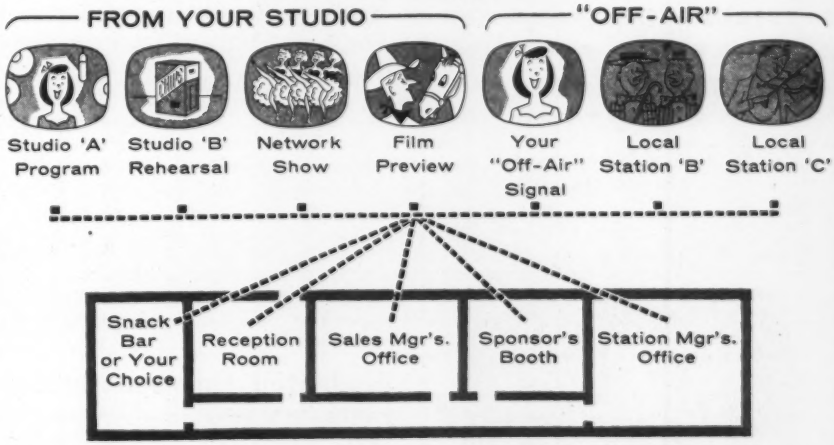
The output of the monitran is then fed to an RF amplifier. Off-air signals go directly to the input of the amplifier. All signals are fed via a single coax cable to any standard TV receiver. In the RCA system, the receiver need not be "jeeped." No expensive video monitors are required since standard receivers are used.

Fully rated for color

Whether for color or monochrome you'll find the RCA house distribution system—low in cost, easy to install and operate, and fully satisfactory for picture quality.

Your RCA Broadcast Sales representative will be glad to advise you on the equipment best suited to your needs.

SEVEN PICTURE SOURCES TO ANY LOCATION VIA A SINGLE CABLE



Ask the Engineer —he knows

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION · CAMDEN, N.J.
In Canada: RCA VICTOR Company Limited, Montreal

That's right! When you buy a slice of WJAC-TV, Johnstown . . . you get a generous portion of the entire Southwestern Pennsylvania market; Johnstown, Pittsburgh AND Altoona! Check these Hoopers on WJAC-TV:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

Sure recipe for fast sales in the 1 buy that covers 3 . . .

Ask your KATZ man for full details!

CUNNINGHAM SAYS ADV. ABETS STABLE ECONOMY

Agency president tells Ohio U. conference that more efficient advertising is needed to keep consumer demand up with mass production.

MORE EFFICIENT advertising was urged last Friday by John P. Cunningham, president of Cunningham & Walsh, as a means of helping to maintain a stable economy in which mass consumption will keep pace with mass production.

Mr. Cunningham cast out this challenge in the course of a talk before the advertising and sales promotion conference of Ohio State U., observing that economists fear an economic crisis unless consumer buying can continue to absorb the production output of U. S. industry. The advertising field can make its contributions toward creating consumer desire for products, he said, but advertising must be made more efficient and some of its traditional thinking overhauled.

Some of the suggestions offered by Mr. Cunningham were: get the copywriters out of the offices in the large cities and put them in retail stores throughout the country to learn more about the consumers; give radio and tv thinking "a little brainwashing" by cleaning up some of the "commercial evils so that sound advertising can be trusted"; convince clients on pre-testing all things which can be pre-tested; sell luxury items hard and on a broader base; sell products more, but premium and "deals" less; put more emphasis on point-of-sale, with more efficient sales persons employed at this level.

Other speakers at the conference included Arno H. Johnson, vice president and director of research, J. Walter Thompson Co., on "Advertising's Job in the Continuing Expansion of Our Economy"; Fred B. Manchee, director and chairman of the Advertising Research Foundation and executive vice president of BBDO, on "How Research Is Used in the Development of Effective and Creative Advertising"; Robert Foreman, vice president in charge of radio and television, BBDO, on "Television—An Advertising Medium, Rare, When Well Done," and Charles L. Whittier, chairman of the board, Simonds, Payson Co., Portland, Me., on "Creative Advertising."

Socony Buys ABC Film Series For First Major Tv Venture

A MAJOR tv spot buy by Socony Mobil Oil Co. of 26 half-hour episodes of *Mobil Theatre*, dramatic tv film anthology series, for 60 markets, was announced last week by George T. Shupert, president, ABC Film Syndication.

Mr. Shupert noted that Socony thus enters into its first "substantial" tv venture. The firm in the past purchased announcements or programs in only a few markets. *Mobil Theatre* will star Gordon Oliver as host and will be produced by Douglas Fairbanks Jr. with the starting date of the series set for about the middle of November.

Prudential Ups Sponsorship

PRUDENTIAL Insurance of America, through Calkins & Holden, New York, will become full-time sponsor of CBS-TV's *You Are There* (Sun., 6:30-7 p.m. EST) effective Nov. 27, following departure from the show of alternate-week sponsor Electric Cos. of America. Latter is said to be considering NBC-TV's *Project 20* next year, which had been cancelled by Pontiac Div. of General Motors Corp. [B•T, Oct. 24].

OPERAS

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 3 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

Nov. 4 (8-8:30 p.m.) *Mama*, General Foods through Benton & Bowles.

Nov. 5 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also Nov. 12, 19 and 26).

Nov. 6 (5-6:30 p.m.) *Omnibus*, inserts, Scott Paper Co. and Aluminum Ltd. of Canada through J. Walter Thompson (also Nov. 13).

Nov. 8 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 15, 22 and 29).

Nov. 10 (8:30-9:30 p.m.) *Climax*, Chrysler Corp. through McCann-Erickson (also Nov. 24).

Nov. 19 (9:30-11 p.m.) *Ford Star Jubilee*, "Caine Mutiny Court Martial," Ford Motor Co. through J. Walter Thompson Co.

Nov. 21 (10-11 p.m.) *Studio One*, Westinghouse Electric Co. through McCann-Erickson (also Nov. 28).

NBC-TV

Oct. 31-Nov. 4 (3-4 p.m.) *Matinee*, participating sponsors (also Nov. 10-11, 16-18, 21-23, 25 and 28).

Oct. 31-Nov. 4 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also Nov. 7-11, 14-18, 21-25, 28-30).

Nov. 3 (11 a.m.-noon) *Home*, insert from Wayne U., Detroit. Participating sponsors. Also pick-up in color Nov. 9.

Nov. 5 (9-10:30 p.m.) *Max Liebman Presents*, "The Great Waltz," Oldsmobile through D. P. Brothers.

Nov. 6 (7:30-9 p.m.) *Sunday Spectacular*, "Constant Husband," participating sponsors.

Nov. 8 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt (also Nov. 29).

Nov. 9 (7-8:55 a.m.) *Today*, insert from Wright Air Research Div. Center. Participating sponsors.

Nov. 14 (8-9:30 p.m.) *Producers Showcase*, "Dateline II," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton.

[Note: This schedule will be corrected to press time of each issue of B•T]

For outstanding service to Georgia agriculture the top radio award goes to **WSB**, the Voice of the South

This award was made by the Georgia Farm Bureau Federation on October 10 in recognition of WSB Radio's progressive and active farm programming for the betterment of Georgia farmers and farming in 1954-1955. It is another laurel to be added to the scores already earned by WSB Radio throughout thirty-three years of broadcasting in the public interest. No other Georgia radio station—or economical combination of Georgia stations—gives advertisers an audience as large and as loyal as does WSB Radio.

Mike McDougald
WSB Farm Director

NBC affiliate. Represented by Edward Petry & Co. Affiliated with the Atlanta Journal and The Atlanta Constitution.

WSB Radio
ATLANTA

Age of Consent

RADIO-TV is coming of age on the New York Stock Exchange. The exchange's public relations and market development staff has issued amended rules as authorized by the board of governors, one of which (rule 703) states expressly that members, member firms and member corporations must obtain consent of the exchange before broadcasting quotations. Also, the amendment adds this: "the text of all commercials and program material (except lists of market quotations) about securities or investing sponsored by members, member firms or member corporations on radio, television or public telephone market reports, or program material supplied to these media, shall be sent to the exchange promptly following the program in which it is used."

Chicago Pontiac Drive Set

ALLOCATION of $200,000—or 40% of its advertising budget—has been earmarked by the Pontiac Dealers of Metropolitan Chicago for broadcast media in a campaign starting today (Monday). Radio and tv spot announcements will be used locally and in the Greater Chicago area, including parts of Indiana, according to Marvin Gordon, president of Marvin Gordon & Assoc., which handles the account.

Brophy Says Advertising Accelerates New Products

BECAUSE advertising can accelerate the "regular acceptance of new products" and because it can "lift the level of acceptability of established products," it unleashes a tremendous flood of new demand and new employment."

This appraisal of advertising was given Thursday by Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt Inc., New York, before a luncheon meeting of the Rochester, N. Y., Ad Club. Mr. Brophy, who saw advertising as the biggest factor in job-making, reviewed the histories of successful deodorants, new instant dessert puddings, frozen foods and air conditioning as examples of businesses which became successful through advertising. He pointed to supermarket merchandising as a prime example of how customers are pre-sold to a greater extent than ever before.

Little Lauds Ad Media For Helping Agencies Grow

TRIBUTE was paid last week by Henry G. Little, president and chairman of the board, Campbell-Ewald Co., Detroit, to the various advertising media for their contributions in helping advertising agencies to flourish. In a talk before the Minneapolis Advertising Club, Mr. Little traced the role of the advertising agencies as primarily a "broker of space" in the printed media in their earliest days to their present function of acting as a "highly specialized group of advertising technicians concerned chiefly with serving our clients." This shift in approach by the agencies, he said, has been followed by support from the major media, covering marketing and merchandising activities and direct sales assistance by such media organizations as TvB, RAB, Bureau of Advertising of ANPA and Magazine Advertising Bureau.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Sept. 24

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(971)
1.	Marciano-Moore Bout (ABC)	12,255
2.	Wildroot News (ABC)	3,237
3.	Best of Groucho (NBC)	1,711
4.	Dragnet (NBC)	1,711
5.	Spotlight on Sports (ABC)	1,665
6.	People Are Funny (Paper-Mate) (NBC)	1,526
7.	People Are Funny (Toni) (NBC)	1,480
8.	Godfrey's Scouts (CBS Columbia) (CBS)	1,480
9.	Treasury Agent (MBS)	1,341
10.	Your Land & Mine (NBC)	1,249
Evening, Multi-Weekly (Average for All Programs)		(647)
1.	News of the World (NBC)	1,387
2.	Lowell Thomas (CBS)	1,156
3.	Amos 'n' Andy (CBS)	1,110
Weekday (Average for All Programs)		(1,387)
1.	Ma Perkins (CBS)	2,220
2.	Road of Life (CBS)	2,173
3.	Young Dr. Malone (Sleep-Eze & Toni) (CBS)	2,173
4.	This Is Nora Drake (Bristol-Myers) (CBS)	2,173
5.	Guiding Light (CBS)	2,127
6.	Arthur Godfrey (Kellogg) (CBS)	2,127
7.	Perry Mason (Procter & Gamble) (CBS)	2,081
8.	Arthur Godfrey (Campana) (CBS)	2,081
9.	Our Gal, Sunday (Procter & Gamble) (CBS)	2,035
10.	Young Dr. Malone (General Foods & Sleep-Eze) (CBS)	1,988
Day, Sunday (Average for All Programs)		(416)
1.	Adventures of Rin Tin Tin (MBS)	1,110
2.	Woolworth Hour (CBS)	1,017
3.	Galen Drake (8:55) (CBS)	971
Day, Saturday (Average for All Programs)		(740)
1.	Gunsmoke (CBS)	1,665
2.	Allan Jackson-News (12:00) (CBS)	1,341
3.	Robert Q. Lewis (Milner) (CBS)	1,341

Copyright 1955 by A. C. Nielsen Co.

AGENCY APPOINTMENTS

State Pharmacal Co., for its All-in-One reducing tablets, appoints Schwimmer & Scott Inc., Chicago.

Diamond Crystal Salt Co., St. Clair, Mich., names Ogilvy, Benson & Mather, N. Y., to handle its advertising. Benton &. Bowles, N. Y., formerly handled $250,000 account.

Corning Glass Works, Corning, N. Y., appoints BBDO, N. Y., to handle its institutional advertising, effective immediately.

Dugan Brothers (Roman Meal bread and Brown 'n' Serve rolls), N. Y. and N. J., appoints Roy S. Durstine Inc., N. Y., effective immediately.

Doyle Packing Co., Chicago, names C. Wendel Muench & Co. as agency for Strongheart dog food, which will be promoted by half-million dollar campaign.

Walter J. Klein Co., Charlotte, N. C., appointed by: Peoples Industrial Loan Corp., Danville, Va.; Dandi Laboratories, Chadbourn, N. C.; Brevard Music Center, Brevard, N. C.; Poplarville Implement Co., Truck Drivers Assn. of America, Cox Tire Machinery Co., all Charlotte, and Jewel Box Assoc. in 51 cities. Advertisers will use television.

Know Your Car Correspondence Course, division of Roberts Technical & Trade Schools, N. Y., names William Warren, Jackson & Delaney, N. Y. Radio will be used. Stevens P. Jackson is account executive.

California Motorist Insurance appoints Honig-Cooper Co., S. F. Radio and television spots will be used in northern California.

The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
WOC
5,000 W 1420 Kc
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

A&A PEOPLE

L. Martin Krautter, vice president, general manager and account executive, Maxon Inc., Chicago, elected to board of directors.

Richard K. Montgomery, account executive, Compton Adv. Inc., Chicago, elected a vice president.

Jeff Wilson, Al Paul Lefton Co., Philadelphia, named vice president and general manager of agency's Chicago office, in line with expanded activities in that city. Also from Philadelphia to Chicago: **Hershel Brown,** creative planning; **Albert A. Gillis,** art director, and **Morton Neufeld,** in charge of production.

Gene Patterson, with Dancer-Fitzgerald-Sample, N. Y., for past six years, promoted to senior program and script supervisor in radio-tv department, Mr. Patterson will report to David Nyren, D-F-S' executive producer. **John Hickey,** advertising manager, Pacific Plywood Co., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as account executive.

MR. PATTERSON MR. HICKEY

Arthur M. Jones Jr., J. Walter Thompson, N. Y., to Benton & Bowles, N. Y., as vice president and account supervisor. He had been with JWT 10 years.

Mary Smith and **John P. List** appointed vice president and comptroller, respectively, of Trendex Inc., New York, national rating service. Miss Smith will continue to direct field staff operations as well as service accounts. Mr. List continues to handle firm's financial matters.

George R. Plass, Ben M. Hines and **M. Frank Cummings** appointed to new staff posts in Baker-Gaines Div., General Foods Corp., White Plains, N. Y. Mr. Plass, assistant director of corporate marketing, named marketing director; Mr. Hines, special projects manager in company's new products dept., made manager of product development; Mr. Cummings, controller of Gaines div., appointed Baker-Gaines div. controller. **Dr. Roger M. Bellows,** industrial psychologist and founder of Roger Bellows & Assoc., Detroit personnel management consulting firm (dissolved), to General Foods Corp., White Plains, N. Y., as director of personnel research and communications.

Peter Keveson, vice president and tv-radio copy chief, Lennen & Newell, N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as director of tv-radio commercial copy.

Sumner J. Lyon, film producer, Princeton Film Center, Princeton, N. J., to Lennen & Newell, N. Y., as assistant director of television commercial production.

Robert Wanamaker, copy supervisor, Fulton, Morrissey Co., promoted to assistant creative director. **Frank Stephany,** assistant crafts editor, *Popular Mechanics,* to public relations division of Fulton, Morrissey.

Harry F. Bauman appointed manager of advertising research department, Jordan-Sieber & Assoc., Chicago.

Joseph O. Wilson, formerly account executive, MacManus, John & Adams Inc., to similar post at Grant Adv. Inc., Detroit, where he will work on Electric Auto-Lite account. **Robert Rosekrans,** Ross Roy Inc., Detroit, to Grant Adv., as copywriter on Electric Auto-Lite account.

James A. Berg, assistant to advertising director, Fruehauf Trailer Co., Detroit, to promotion-merchandising department of Grant Adv. Inc.

Edwin B. Grauer, formerly with J. Walter Thompson Co., Detroit, to Grant Adv. Inc., same city, as copywriter on automotive and related copy.

Maye Saddlemire, fashion coordinator and copy chief, Galbraith-Hoffman Adv., N. Y., to Anderson & Cairns, N. Y., publicity department.

Jerome Simon to account service staff of Krupnick & Assoc., St. Louis.

Donald A. Owens, McCann-Erickson, N. Y., appointed traffic manager, Product Services Inc., N. Y.

David Russell to Emil Mogul Co., N. Y., copy department. He formerly was with Stockton-West-Burkhart, Cincinnati.

Arthur Boyd to administrative staff of Henri, Hurst & McDonald Inc., Chicago. **Charles M. Fallon,** Fairchild Publications, to executive staff of Henri, Hurst & McDonald.

. . . keeps viewers tuned to

KMJ·TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION viewer survey shows KMJ-TV reception is rated most satisfactory and snow free in the Fresno area.

COLOR KMJ-TV was the first local station equipped to transmit network color and now transmits local color slides and films.

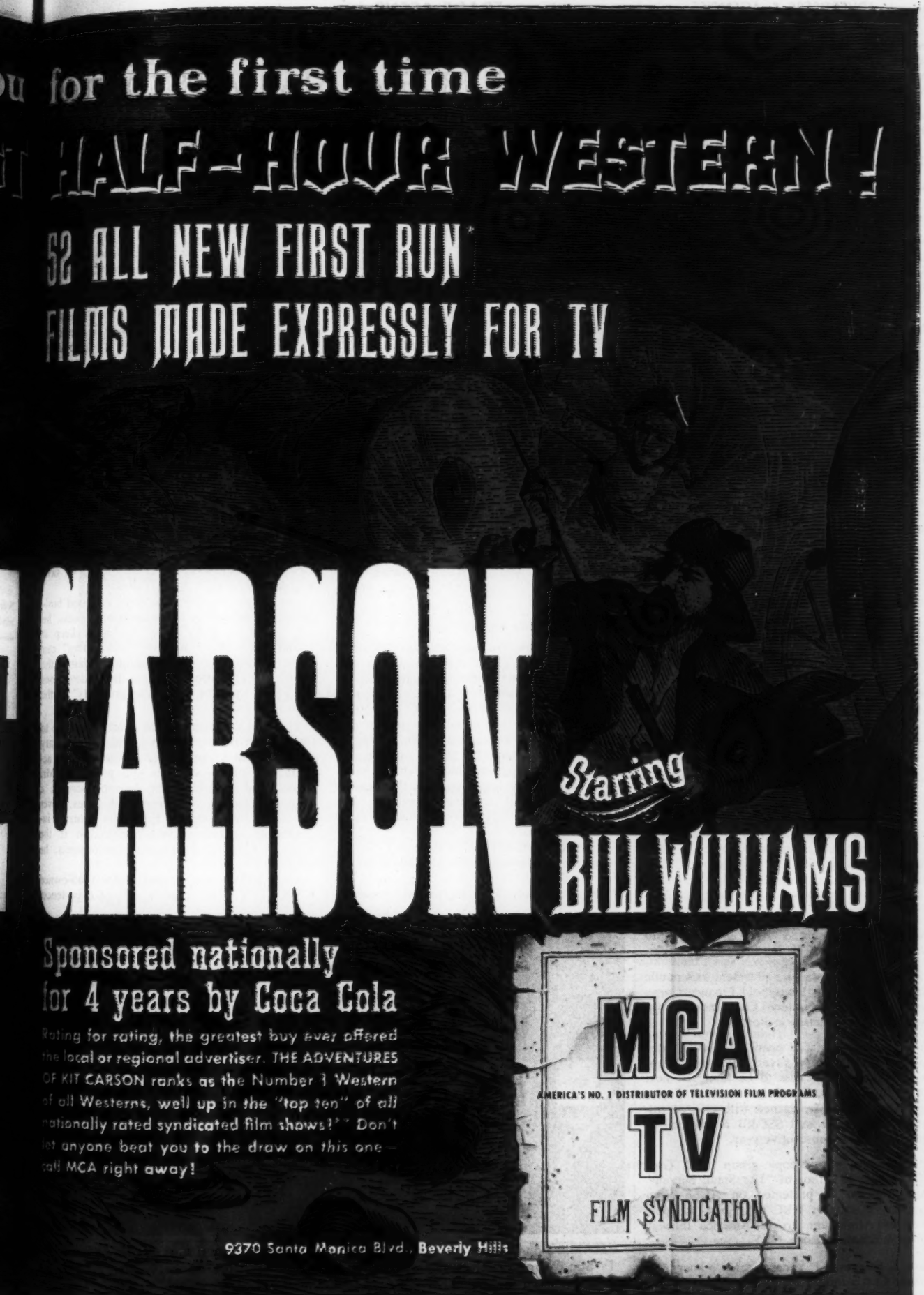
Paul H. Raymer, National Representative

Now available to you
TELEVISION'S GREATEST
Adventures of
KIT
A REVUE PRODUCTION

ou for the first time

T HALF-HOUR WESTERN!

52 ALL NEW FIRST RUN FILMS MADE EXPRESSLY FOR TV



CARSON

Starring

BILL WILLIAMS

Sponsored nationally for 4 years by Coca Cola

Rating for rating, the greatest buy ever offered the local or regional advertiser. THE ADVENTURES OF KIT CARSON ranks as the Number 1 Western of all Westerns, well up in the "top ten" of all nationally rated syndicated film shows! Don't let anyone beat you to the draw on this one — call MCA right away!

MCA

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

TV

FILM SYNDICATION

9370 Santa Monica Blvd., Beverly Hills

ADVERTISERS & AGENCIES

Kenneth H. Hieronymus, Oklahoma Future Farmers of America Assn., Stillwater, joins Gardner Adv. Co., St. Louis, as regional farm director.

Samuel C. Zurich, tv production manager, WBTV (TV) Charlotte, N. C., to N. W. Ayer & Son, N. Y., as director, production staff of radio-tv department.

William J. Jost, account executive, Geyer Adv., N. Y., to Ted Bates & Co., N. Y., as merchandising executive.

Connie Adams, production manager, Roche, Williams & Cleary Inc., Chicago agency, appointed advertising production manager, Hart Schaffner & Marx, Chicago clothing manufacturer.

John V. Tracy, Fuller & Smith & Ross Inc., Cleveland office business development sales manager, to McCann-Erickson Inc., Cleveland office, as account executive and member of plans review board. **Robert P. Leonhard,** Ruthrauff & Ryan, to McCann-Erickson Inc., Detroit, with agency's Chrysler Corp. service group.

Philip C. Whitman to Honig-Cooper Co., S. F., to work on client contact.

Don Forbes, associate producer, Don Fedderson Productions, to Benton & Bowles Inc., Hollywood, as associate producer.

Hal Becker to Shappe-Wilkes Inc., advertising agency, N. Y., as principal to supervise increased merchandising and public relations functions.

Roland Marx, research department, Sullivan, Stauffer, Colwell & Bayles, N. Y., transferred to account executive group to work with Barrett Welch on Carter Products account.

Robert E. Stark, research manager, Young & Rubicam's Chicago office, named manager of research department of Y&R. **Robert W. Mayer,** research dept., N. Y., succeeds Mr. Stark in Chicago as manager of research.

Jae Gewirtzman, Martins Dept. Store, Brooklyn, N. Y., to Blaine-Thompson Co., N. Y., in public relations department, commercial division.

George A. Bradford, advertising manager of radio-tv department, General Electric Co., and **John Roper,** Magnavox Co., have joined Compton Adv., N. Y., as account executive and assistant account executive, respectively, on Crosley Electronics Div., Avco Mfg. Co.

Hal Mathews, Young & Rubicam, N. Y., to Kenyon & Eckhardt, N. Y., as tv producer.

William T. Christian, vice president and public relations director of Household Finance Corp., elected president of National Consumer Finance Assn. at annual meeting in Boston.

James A. Barnett, vice president, Lever Bros. Co., to direct the 1956 advertising campaign of the American Red Cross to be launched next March by Sullivan, Stauffer, Colwell & Bayles Inc., New York. Mr. Barnett will serve as volunteer coordinator and SSC&B as advertising agency for third consecutive year.

S. I. Abelow, senior copy group head, Grey Adv., N. Y., is author of "The Small Servant" which was to be presented on *Alcoa Hour* yesterday (Sun.) on NBC-TV. Show is sponsored by Aluminum Co. of America through Fuller & Smith & Ross, N. Y.

John J. Steeves, 41, general sales manager of Helene Curtis Industries, died in Evanston (Ill.) Hospital Oct. 17 after a long illness.

TRADE ASSNS.

SWEZEY URGES TV INDUSTRY AT REGION 8 TO RETAIN PROGRAM STANDARDS CONTROL

Three-day session in San Francisco marks NARTB's fifth regional meeting this year. Registration of 247 described as one of largest regional turnouts. Mr. Swezey, WDSU-TV executive vice president-general manager, also takes swing at pay tv.

THE TELEVISION industry should retain control over programming standards and not adopt a "let George do it attitude," Robert D. Swezey, executive vice president and general manager of WDSU-TV New Orleans, said last Wednesday before NARTB's Region 8 meeting in San Francisco.

Mr. Swezey said the television industry several years ago awoke to public criticism of programs in the nick of time and produced the code of ethics "which saved us."

"If we hadn't had the code, gentlemen, we would have been in real trouble," the past chairman of the NARTB Television Board told the meeting. Featured speaker at Wednesday's luncheon meeting, Mr. Swezey said a few station operators are "still grumbling" about the code, but he characterized these as the short-sighted few who can see only immediate profits.

Held Monday through Wednesday at the St. Francis Hotel, the Region 8 meeting reported a registration of 247. It was described as one of the biggest turnouts of the five regional meetings to date this year. Region 8 includes Districts 15, 16, and 17 (Alaska, Arizona, California, Hawaii, Nevada, Oregon and Washington).

Hits Pay-Tv Pitch

The WDSU-TV executive also took a swing at pay-tv advocates and their claim that subscription television would be merely supplemental to the present free system. He pointed out that the Zenith petition to FCC explained that box office tv would telecast quality programs which the public would be willing to pay to see. He interpreted this to mean pay tv would seek any program which it felt the public rated highly, hence would pay for, thus leaving nothing worthwhile for free television. The economics of box office tv could drive top talent into its stable as a result, he said.

"I would rather sell fish on the San Francisco Fishermen's Wharf than run a nickelodeon for Mr. McDonald [Zenith] or anyone," Mr. Swezey explained. "The television business is too important for operators to continue to 'let George do it'," he said, calling for greater vigilance.

The television code also highlighted Wednesday morning's panel discussion by Dorothy Brown, continuity acceptance editor for ABC Western Div. at Hollywood; Philip G. Lasky, general manager of KPIX (TV) San Francisco, and Edward H. Bronson. director of television code affairs for NARTB. They were introduced by Thad H. Brown Jr., NARTB vice president for television, who presided over Wednesday's "Television Day."

Miss Brown called the surveying of program material a "traffic cop" function for all station management, describing the code as the common sense "traffic regulations" of the airways. Although difference of opinion is the American way, she said, a sincere effort "to do the right thing at the right time" is the most that can be expected of any station or network.

Urging management to stand firm in its code interpretation regardless of what others accept or reject, Miss Brown said station operators might come to realize "the license we save may be our own."

Mr. Lasky described the code as "good business." Television is a commercial success, he said, "and to keep it so, we must keep it acceptable." Only a few "back-sliders" can cause a swing of public opinion against the industry, he cautioned, when their deviations are seized upon by the "false prophets" of the critical minority.

The KPIX executive said strict adherence to the code in action, not lip service, is necessary to hold public confidence. To assure the acceptability of his station's film programs, Mr. Lasky said, the program director screens a random selection of a proffered series, never the salesman's samples. Each film contract includes an automatic rejection clause if the material fails to meet code requirements, he said.

Clete Roberts, news analyst for CBS-owned KNXT (TV) Los Angeles, related experiences

RELAXING during sessions of the NARTB Region 8 meeting are (l to r) Harold See, KRON-TV San Francisco; Len Higgins, KTNT-TV Tacoma, Wash.; Ted Cooke, KOIN-TV Portland, Ore.; William Goetze, KFSD-TV San Diego; Howard Lane, KOIN-TV; Clyde Coombs, KARM Fresno, and George Whitney, KFMB-TV San Diego.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Sickness at your house?

TODAY, medical and nursing authorities are recommending home care for more and more patients . . . especially if someone in the family is skilled in home nursing.

There are several reasons why home nursing is of such great importance now. Nearly all of our country's hospitals are crowded. In fact, they care for more than 20 million patients a year.

Naturally, doctors, nurses and their assistants are busier than ever before. So, whenever a patient can be adequately cared for at home, hospital beds and personnel are freed for more serious cases.

Moreover, the cost of a long hospital stay is a heavy financial burden to the average family . . . as well as a source of worry to the ill person.

Lengthy hospitalization may also make the sick person depressed and even doubtful of his recovery. These attitudes can often be offset when the patient can safely and conveniently be cared for within the family circle. In fact, familiar home surroundings and family companionship can often help to hasten recovery.

Fortunately, in such circumstances, home nursing can usually be performed adequately by a family member under the direction of the doctor.

To give the best possible help to an ill person, however, the home nurse must know how to follow the doctor's specific instructions, and be able to care for both the physical and emotional needs of the patient. In addition, the home nurse should be prepared to make some simple but essential observations which help the doctor determine the patient's progress.

Suppose you had to give home nursing care to someone in your family. Would you know how to do any of the following:

1. Could you carry out a doctor's orders to observe and record a patient's breathing, or to take his pulse?
2. Help a sick person overcome fears and anxieties?
3. Persuade a child to take medicine?
4. Help a bed patient maintain comfortable posture?

Since illness may occur unexpectedly at any time in any family, someone in *every* household should be a qualified home nurse.

You can learn more about home nursing skills in free courses given in most communities by the American Red Cross.

COPYRIGHT 1955—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

in obtaining film news for television. He said film can be handled almost as quickly as tape in radio and said tv newsmen today enjoy greater acceptance than any other medium. A highly successful technique is to "take the audience with you" on a news story or interview, to include them as on-the-scene spectators to the actual event.

An off the record business session on television problems Wednesday morning heard Otto P. Brandt, vice president and general manager of KING-TV Seattle; John C. Cohan, president and general manager of KSBW-TV Salinas, Calif.; Harold P. See, station manager of KRON-TV San Francisco, and A. Prose Walker, NARTB manager of engineering.

TvB Makes Presentation

The Television Bureau of Advertising presented its slide film discussion of "Television—the Selling Machine." It was given by Oliver Treyz, TvB president, and Norman (Pete) Cash, director of station relations.

William D. Pabst, KFRC San Francisco, was host director of the three-day meeting. Other participating directors from the region included Richard M. Brown, KPOJ Portland; Calvin J. Smith, KFAC Los Angeles, and H Quenton Cox, KQFM (FM) Portland.

Mr. Pabst was presented a redwood gavel by William Smullin, KEIM Eureka, Calif.

C. E. Arney Jr., NARTB secretary-treasurer, appearing in the absence of President Harold E. Fellows, spoke at the Tuesday luncheon. After paying a tribute to Mr. Fellows and his association accomplishments, he outlined the need of a strong association to resist increasing efforts to invade the private system of broadcasting. He told how industry unity can combat federal and state legislative attacks. "If the government ever gets its nose under the program tent, you're out of business," he warned.

Judge Justin Miller, NARTB consultant and former board chairman-president, was given an ovation Tuesday. He spoke at the morning meeting on efforts to obtain radio-tv admission to the courtroom (see story page 74).

At a radio "bull session" conducted by John F. Meagher, NARTB radio vice president, current operating problems of radio stations were discussed. Lee Bishop, KORE Eugene, Ore., led a small market roundtable and Cliff Gill, KBIG Avalon, Calif., led a large market discussion.

The west coast broadcasters joined the move that has developed for a poll of the membership on the proposal to change the association's name back to National Assn. of Broadcasters. In adopting 10 resolutions, the region called for a campaign to obtain legislation keeping all times in the same zone relation to avoid radio and tv confusion; urged manufacturers to step up development and production of personal radio sets; endorsed the regional meeting idea instead of the former 17 district meetings; called for a study of ways to resolve the confusion in program rating services; thanked Comr. E. M. Webster and others who participated in the programming; regretted inability of President Fellows to attend because of illness [B•T, Oct. 17], and thanked the St. Francis Hotel for its cooperation.

In an address distributed to delegates in printed form, President Fellows reviewed the problems of station managers and saluted them for their handling of complex business affairs. "Know the man and you'll know the station," he said.

Reports on state association activities were given Tuesday by Richard B. Rawls, KPHO Phoenix, for the Arizona group; Mr. Lasky, for California, and Mr. Brown, for Oregon.

Members of the Resolutions Committee were William J. Beaton, KWKW Pasadena, Calif., chairman; Tom C. Bostic, KIMA-TV Yakima; James J. Dunlevy, KYJC Medford, Ore.; Charles Hamilton, KFI Los Angeles; Art Westlund, KRE Berkeley, and Mrs. Hugh McClung, McClung Broadcasting Co.

Reviewing latest trends in labor, Charles H. Tower, NARTB employe-employer relations manager, stressed the importance of staff promotions and pay increases. He listed two principal types—within grade (job) increases based on merit and seniority, and promotion increases. These encourage the best job performance from the staff, he said.

Mr. Tower listed such factors as quality of work, quantity of work in some types of broadcast activity; attitude and initiative especially in creative jobs. Delegates showed interest in problems of salesmen's compensation and discussed NARTB's newest studies [B•T, Oct. 24]. Mr. Tower followed his Monday radio employment session with a general review of labor problems on Wednesday afternoon, final feature of the convention program.

NARTB Engineering Manager Walker said NARTB has started to compile remote control engineering data at five 50-kw stations. Two of the stations are directional—KIRO Seattle and WOWO Fort Wayne, Ind. The other three, non-directional operations, are KDKA Pittsburgh, WHAS Louisville and WSB Atlanta.

Participants in an audience promotion panel at Monday's radio meeting were Mr. Beaton; Charles H. Tinsley Jr., KHSL Chico, Calif.; Frank H. Loggan, KBND Bend, Ore., and J. G. Paltridge, KROW Oakland, Calif.

MORGAN TELLS NARTB RADIO BEST FOR SELLING

Advertising executive advocates use of premiums to get results; says ratings not a criterion if program sells.

RADIO offers the "fastest, cheapest and surest way to sell merchandise" ever developed, in the opinion of Raymond R. Morgan, president of the Hollywood agency bearing his name.

Mr. Morgan backed up this claim at the NARTB regional meeting in San Francisco last week by citing a series of radio success stories that have made media history. He spoke at the Monday Radio Day luncheon.

MR. MORGAN

Taking the thesis, "The best way to get something is to give something," he said a radio campaign must be based on "the right offer, the right angle and the right copy." Ratings don't concern him if the station sells goods, he said, recalling an instance in which a Southern California program with "an 0.0 rating" brought 8,000 letters when a free breakfast was offered.

Premiums and offers form the background of many successful campaigns, Mr. Morgan said. He cited the case of McMillen Petroleum Co., explaining that the old KEJK Beverly Hills (later KMPC) was bought in radio's early days to promote gasoline "16 hours a day." After three months volume hadn't increased. "One evening we offered a budget book premium that cost only a few cents," he said. "Five minutes later Norma Shearer drove in with her big imported car to ask for a book. In 30 days one station had increased from 200 to 2,000 gallons a day." Later coupons were offered for two free gallons of gasoline.

A later offer on KJBS San Francisco, he continued, offered a dictionary for a dime and the label from a can of Folger coffee. "Soon we were buying a carload of dictionaries a week," he said.

Another success story centered around White King soap. Mr. Morgan said detergents have taken away 80% of the homes in the marketing area. With only a fifth of 7 million homes as a potential, White King has sold soap "by buying more and more radio," he said, plus a color series in *American Weekly* and highway boards. "The heavy load has been on the broad back of radio," he explained.

Don Lee Cornerstone

White King radio has included 16 years on 80 Don Lee stations as a cornerstone, plus MBS *Queen for a Day* on 583 MBS stations. "Nothing but radio delivers boxtops so fast," Mr. Morgan said. "Radio produced 4½ million boxtops for White King from 7 million homes. Four-and-a-half million people went out and did what we asked them to do on radio. A commercial with an offer gets two times the attention.

"Remember, a customer uses two cases of soap a year," he said, comparing it to coffee as a customer-getter for food stores. He explained $40 out of every $1,000 business in a food store is coffee and $12 is soap. "Coffee and soap you sell with," he explained, and should be in the back of the store. Coffee consumption amounts to 63 pounds per family per year, he estimated.

Going into the Folger coffee radio campaigns, Mr. Morgan declared one offer in the San Francisco area brought in 600,000 Folger labels. In another instance, a radio offer brought 522,000 pieces of mail in a single day, and 1.2 million in a week.

He saluted radio pioneers, listing a score of executives who have been active in the medium's development.

"To stay on top, stay with the force that put you there," he urged.

Millions of dollars of farm advertising are going to other media and could be channeled to radio if stations did a better farm programming job, Mal Hansen, WOW Omaha, told radio delegates Monday. Terming radio the ideal tool to reach the tremendous farm market, he listed these advantages:

MR. HANSEN

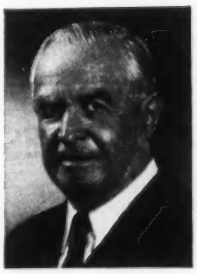
1—There is almost complete radio saturation on farms —99%; farmers have more car radios (67%) than city people.

2—Farmers use radio 13% more than city people; they use radio more than tv, newspapers and magazines combined, or two hours a day with radio compared to 21 to 34 minutes for each of the others.

3—Radio is direct, instantaneous and highly mobile. A front warning in weather news is more valuable right now than a few hours later; market information from radio is worth untold millions to the farm economy.

4—Radio keeps farmers up-to-the-minute on scientific progress and specialized information.

"America was not built by government..."



JAMES B. BLACK

From a talk by James B. Black, Chairman of the Board, Pacific Gas and Electric Company, at the Edison Electric Institute convention, Los Angeles, June 14, 1955

America was not built by government. It was built by the energies of a self-reliant people who long ago learned the lesson of co-operation. It was built by a people who created homes in the wilderness through log-raising bees, who pushed across the western plains in organized wagon trains, who began the reclamation of arid lands by their own efforts, constantly demonstrating their capacity to fend for themselves.

* * *

Government as a remote and bureaucratic overseer can only weaken and subject its citizens to a demoralizing control. It is not a coincidence that the only areas of potential [electric] power scarcity in the United States are those in which government has assumed to itself a dominant role.

* * *

The most comprehensive development of [multi-purpose] water resources can be achieved if our government and private agencies willing and able to share the financial burden become working partners.

* * *

Government power installations are almost wholly exempt from taxation. Those who hawk their deceptive ware of "cheap public power" cannot honestly dispute this fact. It is little wonder that with a tremendously unfair tax advantage the government is often able to undercut its own citizens in the marketing of power.

There can be no moral justification for burdening the taxpayers of the entire nation with the construction of unnecessary, tax-free electric systems to serve a privileged few. Exempting government power installations from taxation discriminates between citizens. It denies to local governments and schools the tax support they would receive if the power installations were built by power companies. Government power should be taxed on the same basis as power produced by the investor-owned utility industry. Such taxation would end forever the myth that government power is cheap.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

"YOU ARE THERE"—CBS *television—witness history's great events*

Fight for Courtroom Access Urged by Miller

Judge Miller cites coverage last August of ABA convention in Philadelphia as setting a pattern that must be repeated all over the nation to convince lawyers and judges that broadcasting media should be admitted into courtrooms.

BROADCASTERS must conduct a long-range campaign of radio-tv demonstrations if they wish the courts and lawyers to permit courtroom pickups, Judge Justin Miller, NARTB consultant and past board chairman-president, told the NARTB regional meeting in San Francisco last Tuesday.

Last summer's successful test pickups at the American Bar Assn. convention in Philadelphia [B•T, Aug. 29] set a pattern that must be repeated all over the nation, he said in a talk reciting the history of freedom of speech and court broadcasting. These tests will be aimed at revision or deletion of the ABA's Canon 35, a policy that labels courtroom pickups distracting, degrading and creators of misconceptions and then recommends they "should not be permitted."

A successful attack on Canon 35, he reminded, "can be a major step toward opening up governmental news sources all along the line," but efforts to persuade governmental agencies to open news sources should not be lessened.

Taking the position that much headway has now been made in securing a change in Canon 35, he warned that failure to continue the effort can mean that the pattern "will become more and more fixed." ABA is currently considering a proposal to reopen all ABA canons and a study along that line is under way.

Judge Miller recalled the care taken last Aug. 22 in Philadelphia as the three local tv stations (WPTZ [TV], WCAU-TV and WFIL-TV) cooperated to cover the ABA House of Delegates unobtrusively with the use of the yellowed lighting of an antique ballroom. Despite difficult conditions, he said, ABA delegates were able to hear and see the house procedure on a series of closed-circuit receivers.

Unanimous permission to allow the tv-radio test was granted by the ABA House of Delegates following a presentation by Judge Miller. "The demonstration was a complete success," Judge Miller said. "So far as I know, no one questioned that fact." He told how the house chairman regretted the pickup was not continuing throughout the weeklong proceedings. A meeting of the Section on Judicial Administration was telecast during the convention.

"These tests must be made over and over throughout the country," Judge Miller said. "Only a comparatively small number of lawyers and judges witnessed the demonstration there. The demonstration received little publicity generally outside of the trade press." He noted that the *American Bar Journal* in a recent issue had an article by Judge Florence E. Allen, U. S. Court of Appeals, 6th Circuit, referring to radio, tv and news photography this way: "From the standpoint of confusion, distraction of witnesses and destruction of the right of privacy, all of these media are objectionable."

He proposed that permission to give tests of radio-tv pickups be secured at state and local bar association meetings around the nation. "It will be necessary that the proper approach be made to the officials of the state and local association," he said, adding, "permission must be obtained for installation of proper cameras in advance; care must be taken to avoid excessive lighting; carefully selected operations must make themselves completely inconspicuous; no noise or confusion of any kind should take place."

This educational process will give lawyers and judges an entirely new idea of modern techniques, he reminded, and "will go a long way toward breaking down the prejudices which presently exist against radio-tv as applied to courtroom televising."

Judge Miller warned that the courts "have a perfect right to insist upon the maintenance of dignity and decorum and that the accompaniments of telecasting, which have been present in the past in the way of excessive lighting, obtrusive machinery and noisy operators, cannot be permitted in the courtroom.

"There is no use trying to fool ourselves upon these points. Representatives of broadcasting are now assured by decisions of the Supreme Court that their medium is, like the press, equally protected by the First Amendment of the Constitution, both as concerns the federal government and—by virtue of the provisions of the 14th amendment—also as applied to state and local governments.

"However, this does not give them any right to invade a courtroom in such a manner as to 'detract the witness in giving his testimony or degrade the court.' Broadcasters must realize that an equally important provision of the Constitution is relied upon by the courts to prevent any such occurrences in the courtroom."

Explaining that Canon 35 is in some respects an insult to a judge, he described the basic conflict between free speech and fair trial in considerable detail. He said many lawyers and judges have committed themselves to Canon 35 for nearly 20 years "and a complete repeal or it would mean such a loss of face that many —especially the older group of lawyers—would never concede it."

NBC COMPETES WITH AFFILIATES—WEBB

Managing director of Station Representatives Assn. says network should confine its sales to quarter hours and over. He blasts 'Monitor' and participations concepts.

TO OPERATE its radio network without "competing" with its affiliates, NBC must limit itself to the sale of no unit smaller than a quarter-hour program, Larry Webb, managing director of Station Representatives Assn., asserted last week. [See B•T INTERVIEW with NBC Executive Vice President Robert W. Sarnoff, page 35.]

Mr. Webb issued a statement in response to B•T's report that some NBC affiliates who are in opposition to the network's *Monitor* weekend service would be willing to forego all compensation for carrying network commercial programs if they were sure the network would maintain its rates and thus, in their opinion, not imperil spot and local rate structure [CLOSED CIRCUIT, Sept. 26].

The SRA head said the "affiliates should never have been placed in a position by the network that would force them to even think along such lines."

Asserting that the sales departments of the networks have been traditionally "weak" over the years, Mr. Webb said this was particularly true of NBC despite the "fact they have always had a most salable package in the network." He charged that "NBC has never gone out and done a real sales job for their affiliates in securing network business. Therefore, they resort to such programming as *Monitor*, a leaf taken from the books of radio stations who have always looked to the network for programs and business that they themselves could not get otherwise.

"The network now is in direct competition with its affiliates. Since they do not have sufficiently good salesmen to go out and sell any kind of programming that they might come up with—*Monitor* or what have you—at rate card, they must resort to price cutting. Is it little wonder that some affiliates are willing to give up all compensation from the network if the network would maintain its (the station's) rate structure?"

Mr. Webb said there were alternatives to *Monitor*—"If the network would hire top men, pay them good money and give them a good sales job, the network could be built back to its former strength. Unquestionably, it is a very salable package."

He said contrary to opinions expressed at both NBC and CBS, "network spot carriers are definitely competitive to spot business." As "proof," Mr. Webb revealed a list of advertisers now buying "spot carrier plan packages" which, his list indicated, have cut their national spot.

Mr. Webb's list included Viceroy, which he said canceled most of its national spot to purchase NBC's Three Plan and CBS segmentation; Swansdown, spending "considerably less" for national spot because of CBS segmentation; Bromo-Quinine, "drastically" reducing a budget that already had been set for a national spot campaign because of a buy into MBS' multi-message plan; Pepto-Bismol, which he said last year had purchased a national spot campaign but this year put its money into Mutual's multi-message plan; Miller's High Life, which Mr. Webb asserted "cancelled national spot schedules and bought *Monitor*;" Goodrich, also buying *Monitor*, but which last year had a weekend, national spot campaign; Charles Antell, for several years a "large spot spender . . . now their dollars are on *Monitor*," and Tintex—"a national spot account for about the last 10 years, still a spot account but spending less because they are also buying participations on ABC."

Mr. Webb said that neither SRA nor any of its members were "anti-network," but that it should be pointed out that "there are a number of executives who are still in the dark ages in believing that most national spot business consists of adjacencies to their network programs. They have no appreciation of the importance of local programming, its current rating strength, and the fact that national spot business is purchased within these strong local programs. There is a strong quality factor in local programming which is the reason why national advertisers buy spot participation in such programming."

Mr. Webb summed up his statement with a flat prediction that NBC's *Monitor* programming plan "will eventually prove unsuccessful" but, he said, "the experiment will be forgiven as an error of commission which you can say is better than 'do-nothing' errors of omission."

ZENITH HITS NARTB STAND ON TOLL TV

Subscription proponent says trade association board is dominated by networks and network affiliated stations.

ZENITH Radio Corp. last week accused NARTB of underhandedly trying to "stifle competition" and of fostering a tv network "monopoly" in its stand against pay tv.

Ted Leitzell, public relations director of the Chicago radio-tv manufacturer, charged that NARTB had sent out to its members excerpts from opposition comments only and had failed to relay comments favorable to subscription tv.

The week also saw Zenith publicist Millard C. Faught urge that pay tv be given an opportunity of proving itself in the market place. He was opposed by Don Durgin, ABC director of sales development and research. They spoke to the Pennsylvania State Conference of American Women in Radio & Television at a meeting in Beaver Falls, Pa.

And an article entitled "Tv's Colossal Hassle" by Milton Lehman appeared in the Oct. 29 issue of the *Saturday Evening Post*. The article is a review of the fee tv imbroglio.

Mr. Leitzell declared that the NARTB position on pay tv (it opposes the use of broadcast channels for pay-as-you-see tv) should be clarified by revealing the commercial affiliations and economic interests of the NARTB board. Repeating the allegations made by Zenith President Eugene F. McDonald Jr. to Mr. Fellows immediately following the board's action earlier, Mr. Leitzell charged that of the 15 NARTB board members, four are network vice presidents, nine represent stations affiliated with networks, and only one is non-affiliated. The independent board member, Mr. Leitzell said, was the only one who voted against the board's decision.

". . . Your pamphlet is a self-serving document for the NARTB board, which in turn is dominated more than 90% by networks and network affiliated or controlled stations," Mr. Leitzell said. "It certainly does not represent the interest of the majority of your broadcaster members, or express their views," he added.

The remainder of Mr. Leitzell's letter was a reiteration of the position taken by pay tv advocates; that subscription tv will aid stations, bring higher quality programs to the public, etc.

GOVT. NEWS POLICY KEYS SDX MEETING

GOVERNMENT views on access to information and a forum on tv news coverage will be among the highlights of the 46th anniversary convention of Sigma Delta Chi in Chicago Nov. 9-12. (Also see story page 84.)

U. S. Atty. Gen. Herbert Brownell Jr. will join top newsmen as one of the major speakers during the four-day convention of the national professional journalism fraternity at the Sheraton Hotel. He will address the annual banquet Nov. 12. Government news policy will be explored at another session, according to the agenda released by SDX last week.

Over 500 delegates are expected to register for the convention. Al Orton, AP Chicago chief, is general convention chairman.

Television news and its prospects will be canvassed at a Nov. 10 (Thursday) panel session, featuring top network and station news and special events directors. Participants include William R. McAndrew, NBC-TV; Donald Coe ABC-TV; John Day, CBS-TV, and Spencer Allen, WGN-TV Chicago. Sol Taishoff, editor-publisher of B•T, is scheduled to preside.

Official convention program gets underway on Thursday, with an address by Alden C. Waite, national SDX president and publisher of the *Illinois State Register*. The four networks will serve as hosts of the luncheon, with Mason R. Smith of the *Gouverneur* (N. Y.) *Tribune Press* and vice president in charge of SDX's professional chapter affairs, welcoming delegates. Dr. Alberto Gainza Paz, former owner-publisher of *La Prensa* (Buenos Aires), will discuss his efforts to regain control of the Argentine newspaper confiscated by former dictator Juan Peron.

Concurrent sessions will follow the tv news forum Thursday, with freedom of the press on college campuses the topic for undergraduate members under chairmanship of Prof. Floyd Arpan, Northwestern U. Medill School of Journalism. Charles Campbell, director of the British Information Service, will address professional members, with Ken Clayton, co-publisher, *Raytown* (Mo.) *News*, presiding.

Buffet dinner will be sponsored Thursday evening by the Chicago Newspaper Publishers Assn. in the Chicago Press Club, wth Robert U. Brown, president-editor of *Editor & Publisher* and chairman of SDX executive council, in charge. Roy Howard, executive committee

Radio's One-Book

WHO are radio's top advertisers? What hour of the day can you reach most homes using radio? How many cars are there in Cattaraugus County, N. Y.? What are the FCC Rules governing political broadcasts? Who sells transmitters, tubes and towers? Who's the manager of station X, the rep of station Y? What agency handles General Foods? Who sells radio scripts, handles name talent, makes recordings?

For the answer to these (and several thousand other questions), 3488 agency men, 2765 national and regional advertisers, and 11,000 other subscribers will turn to radio's One-Book Reference Library—Broadcasting • Telecasting Yearbook - Marketbook.

Four hundred and eighty seven (or more if we beat last year's figure) advertisers will get the benefit of advertising that lives for an entire year in a book that, like radio, looks like it's here to stay. This is our 22nd consecutive Radio Yearbook, and as Jim Luce of J. W. T. once said, "B•T's Yearbook could easily win the $64,000 question if it could only talk".

Let your ad talk for you 12 months a year, opposite your listing in the Yearbook. There's only so much space available so make your reservation now and be sure. Use the coupon on the opposite page.

Reference Library

Partial List of Contents

Complete state and city directories of am and fm radio stations, listing station executives, frequencies, network affiliations, national reps, power;

Market data includes county population, radio homes, retail sales, audience analyses, program trends, basic statistical information about national, spot and network radio, available in no other single source;

Directories of agencies and their radio accounts;

Directories of services related to radio;

Directories of state associations; of FCC Bar Members; of program production services; of equipment makers;

Complete FCC Rules and Regulations for Broadcast Services.

To reserve space, use the coupon below—

Broadcasting ● Telecasting
1735 DeSales St., N. W.
Washington 6, D. C.

Please reserve the space checked for the 1956 Broadcasting Yearbook, published in early 1956. Deadline November 21—if proof desired. December 5, no proof.

FIRM .....

ADDRESS .....

CITY ..... STATE .....

PER .....

- ☐ Double page
- ☐ Page
- ☐ Two-Thirds
- ☐ One-Half*
- ☐ One-Third
- ☐ One-Sixth

*STATE SECTION: Minimum space ½ page, 8½" x 5½".

SPACE RATES

Space	1 time	7 times	13 times	26 times	52 times
PAGE	$450	$420	$375	$345	$325
2/3	335	310	275	250	230
1/2	255	250	220	200	175
1/3	185	175	155	140	115
1/6	105	95	85	80	70

chairman of Scripps-Howard Newspapers and editor of the *New York World Telegram & Sun*, will deliver the main address.

A past presidents breakfast will be held Friday morning with Lee Hills, executive editor, *Detroit Free Press*, presiding, and at a luncheon that noon, under Ed J. Dooley, *Denver Post*, delegates will be welcomed by Chicago Mayor Richard J. Daley.

Tour of Chicago news scenes and discussions with local newsmen will follow under plans drafted by Isaac Gershman, Chicago City News Bureau. A general business session will take place after the Saturday breakfast, devoted to college training of journalists, and will be followed by a convention session, with James A. Byron, WBAP-TV Fort Worth, as presiding officer.

Magazine journalism will be explored by Paul Smith, chief executive, Crowell-Collier Corp. and editor of *Collier's*, at the Saturday luncheon.

Don McNeill, Chicago radio-tv performer, will be toastmaster at the closing banquet at which Atty. Gen. Brownell will speak.

Tv Competition Benefits Radio, Says Sam Goldwyn

"TELEVISION is the greatest thing that happened in my time," Sam Goldwyn, head of his own film firm, asserted in an interview with CBS news commentator Edward R. Murrow at the Radio & Television Executives Society luncheon last Tuesday in New York.

Mr. Goldwyn also maintained that "radio has become superior" as has "pictures" as a result of television competition. He said that television has done a good job but with 16 hours a day of programming, it is too much to expect tv to come up with great material all the time.

He said he watched television, and that some of it was wonderful and some bad—"just like my pictures."

As for movie films, the public has lost the habit of going, and they only come out for good pictures, he said. Besides, he added, they can stay home and see bad films on tv.

Mr. Goldwyn declared that film television shows give you a "better chance" to do retakes although live tv is good in some cases. He said that color is a "wonderful thing." However, if the story fails to capture interest in the first two minutes, it will not matter whether it is in color or not.

Local Billings to Jump, Kimble Tells RAB Meet

THE SURGE of local radio advertising since 1945 from $93 million to the present figure of $370 million could be considered a "penny-ante raise" in light of increased advertising to come. This optimistic view was given 65 Radio Advertising Bureau member station managers and sales executives in Boston Oct. 19 by Dave Kimble, RAB local sales and service director.

Speaking before an all-day RAB clinic program dedicated to "Sound Selling in Selling Sound," Mr. Kimble declared that "the 400% jump in local advertising revenue we've experienced since the end of World War II is only the beginning." Going on to explain why radio can best serve the three leading local billings groups—automobile, foods and home furnishings—Mr. Kimble pointed out instances where radio complemented the client better than any other media.

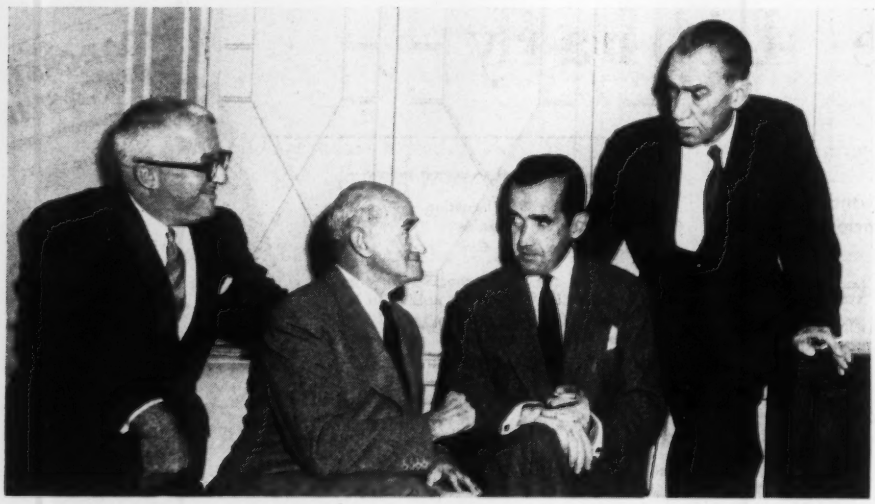
"To the car-dealer, radio alone gives the ability to talk to his best prospects while they are actually driving their present cars," Mr. Kimble declared, "while to the food retailer, radio alone provides the opportunity to talk to the homemaker in her kitchen where she's busy working within 12 feet of the cupboards he'd like to fill for her, and to the furnishings retailer, radio provides unparalleled access to *new* homes. . ."

Tv Set Data Not Needed In Top Markets—Beville

THERE IS no need for television circulation data in those counties where top markets exist, Hugh M. Beville Jr., NBC director of research and planning, told the Radio & Television Executives Society's timebuying and selling seminar in New York Tuesday. The session dealt with station coverage. Also speaking was Hal Miller, media research director of Benton & Bowles (see Mr. Miller's speech, page 31).

Since the top market counties total about 75% of all television homes, Mr. Beville said, the problem of circulation figures reduces to the 25% of tv homes on which necessary data is not as obtainable. Mr. Beville intimated that it would be a drain on time and money to re-assess those metropolitan markets where sufficient data already have been compiled.

He also said that a continuous estimate of set ownership (where needed) would be preferable to periodic or concentrated methods. Mr. Beville noted that in tv the need for circulation data is not so great as in radio. In station coverage material, Mr. Beville said while there is need for new information, any station could provide the data. He said that it was important, however, for those agency people using such data to know how the data was compiled.



INFORMAL discussion before the Radio-Television Executives Society luncheon honoring motion picture producer Samuel Goldwyn occupies (l to r): RTES President Robert J. Burton, Mr. Goldwyn, Edward R. Murrow and author-playwright Robert E. Sherwood.

Explain Media's True Role, Morton Tells Advertisers

THE trouble with advertising today, according to Elon G. Borton, president of the Advertising Federation of America, is that too many people in the field are so engrossed with its techniques and fascinated with the spectacular things that they lose sight of its economic importance.

Speaking before the Advertising Club of Jacksonville, Fla., last Tuesday, Mr. Borton challenged members to "start explaining advertising in its real functional role as the workhorse of mass distribution," instead of placing undue stress on the glamor aspect.

"People know that our mass production makes our country great, but they do not realize that such production cannot exist without mass distribution and that advertising is the 'workhorse' that makes mass distribution possible," Mr. Borton said.

Pointing out that a country 3,000 miles wide and 1,500 miles deep, where millions of products and services compete for the buying power of 166 million people "must have low cost mass communication of news about these products," Mr. Borton urged the club to educate the public about advertising's effects in changing the nation's health habits as well as raising the nation's standards.

McDonald Named Chairman Of Copyright Committee

APPOINTMENT of Joseph McDonald, NBC, as chairman of the NARTB Copyright Committee has been announced. Members of committee, to serve in 1955-56 fiscal year, are: Radio—Cy Bahakel, WKOZ Kosciusko, Miss.; Cy Casper, WBBZ Ponca City, Okla.; Martin L. Leich, WGBF Evansville, Ind.; C. Wallace Martin, WMSC Columbia, S. C.; James H. Moore, WSLS Roanoke, Va.; A. J. Mosby, KGVO Missoula, Mont.; television—J. J. Bernard, WGR-TV Buffalo, N. Y.; Leonard H. Higgins, KTNT-TV Tacoma, Wash., and Karl O. Wyler, KTSM-TV El Paso, Texas.

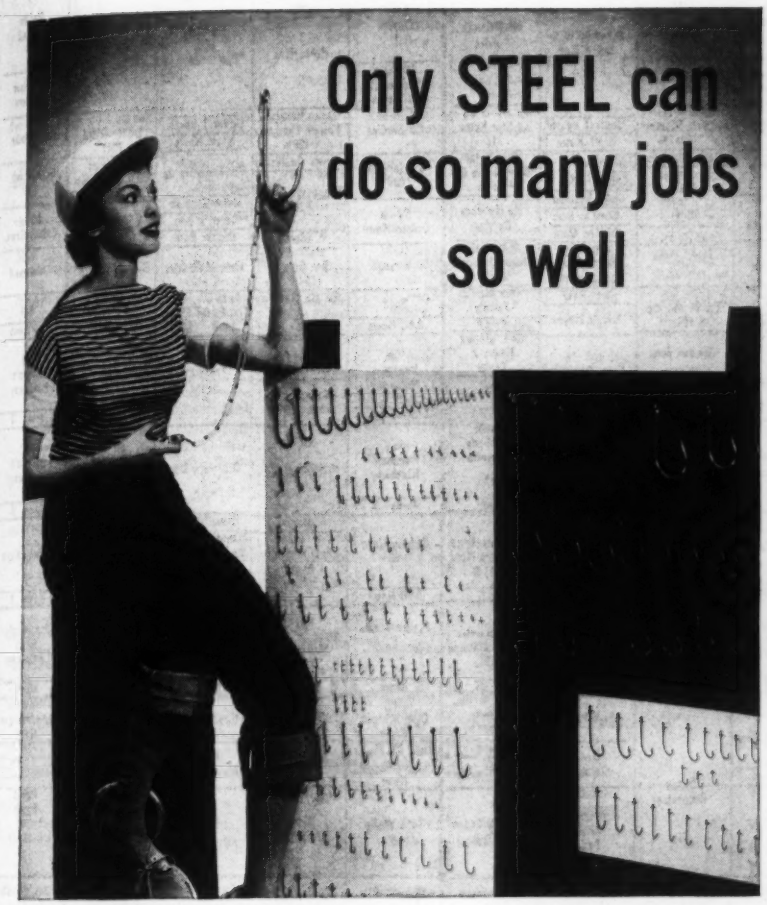
NARTB Names William Fay To Community Antenna Group

NARTB has named William Fay of WHAM-TV Rochester, N. Y., to chairmanship of the organization's Community Antenna Committee, it was announced last week.

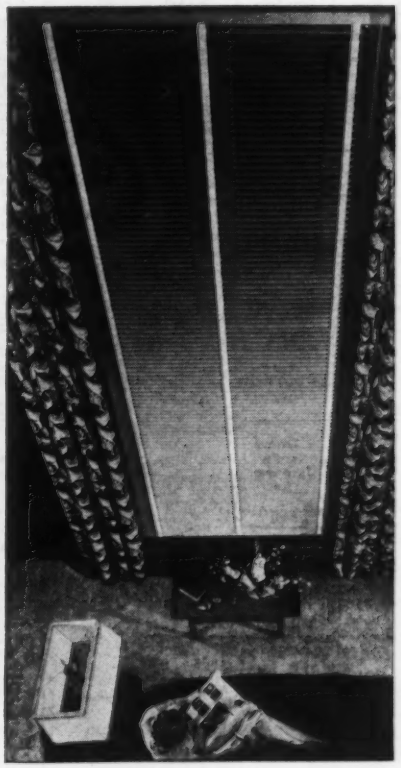
The committee is concerned with legal questions and other problems which may arise from the use of community antenna systems. It is trying to find out how best to protect all the broadcast interests involved.

Other committee members are: William C. Grove, KFBC-TV Cheyenne, Wyo.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Henry W. Slavick, WMCT (TV) Memphis, Tenn.; Omar Elder, ABC; Thomas Fisher, CBS, and Harry Olsson, NBC, the latter three all from New York.

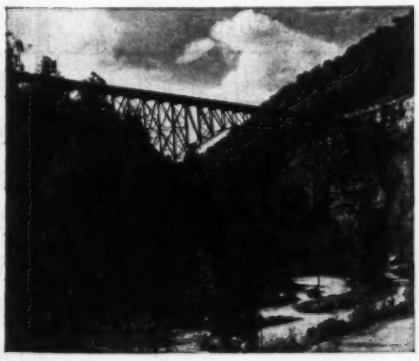
Only STEEL can do so many jobs so well



It's No Fish Story. More than 1000 pounds of steel are used every day, just to make fish hooks. Those giant hooks in the picture are used to catch tuna, marlin or albacore. About 3000 of the small No. 6 trout hooks can be made from a single pound of steel.



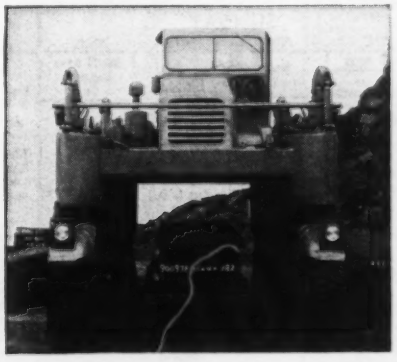
Like Flicking A Light Switch. Want finger-tip control of light and air in your home or office? You get this with venetian blinds made of steel. And steel venetian blinds are made in just about any size you will ever need—like the whopper shown here. In addition to their trim beauty, steel slats give privacy and protect rugs, draperies and furniture from sun damage. Steel slats are flexible and tough, easy to clean, and they will not crack or warp.



Bridge-Builders Paradise is the recently completed West Virginia Turnpike. Its 88-mile length required 76 bridges, built from 23,500 tons of steel. The Bender Bridge, here, is 278 feet high, one of the tallest bridges east of the Mississippi. U. S. Steel supplied the steel and built this bridge.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel



The Bow-Legged Truck. This unusual machine is called a straddle truck, because it literally stands over a load (up to 25 tons), hoists it, then rolls away. The truck can actually roll over a full-size automobile without touching it. It uses many USS steel plates and bars.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 5-1883

See The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Monday Morning Headlines	Wm. Wrigley Gene Autry (191) R	TWA Walter Winchell	Meet the Press
6:15	Lifetime Living	Wrigley News	Sosman Bros. Tomorrow's Front Page Headlines	
6:30	The Evening Comes	Liggett & Myers Gunsmoke	TBA	
6:45		News	Lee Paul	
7:00	Show Time Review $	News Analysis	Mutual Benefit Bob Considine	
7:15	George Sokolsky	Philip Morris Edgar Bergen Show	All-Star Sports Time	
7:30	Valentino			
7:45	Henry Mills Travel Talk $			
8:00	Co-op America's Town Meeting	News	Pro Football	Monitor •
8:15		Toni Our Miss Brooks (206)		
8:30		P. Lorillard Two For The Money (208)		
8:45				
9:00	Paul Harvey (Burton-Dixie)	News		
9:15	Quincy Howe $	Mitch Miller Show $		
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45		John Derr	Co-op Keep Healthy	
10:00	Overseas Assignment $	News	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Dick Hayes Sings	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air $	Wings of Healing Global Frontiers	American Forum
10:45			Religion in America	
11:00	Moods in Melody	U.N. Report	Repeat of Billy Graham Hour of Decision	Monitor •
11:15 PM				

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
	Budweiser Bill Stern	No Service		
	No Service	Delco Batteries Lowell Thomas (198) R	General Sports	Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	News Analysis	Kraft News	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tennessee Ernie $ (121)	Co-op Fulton Lewis, Jr.	No Network Service
	Strange	General Foods Bing Crosby (204)	John Bosman	Miles Labs. News of World (166)
	Saga	Am. Oil Ed. R. Murrow (89)	Amer.'s Bus. Dinner Date	One Man's Family ••••
	ABC News	My Son Joop	American Home Prod. Gabriel Heatter	Gen. Motors Henry J. Taylor
	Red Benson's Hideaway	Yours Truly Johnny Dollar	Lee Paul	
	News $	Lipton & Toni (alt. wks.) Godfrey Talent Scouts] (171) R	Here's Hayes	
	Voice of Firestone	News	True Detective Mysteries •	Boston Symphony Orchestra
	Music Tent	Jack Carson Show $	John Steele	
	ABC Late News	Amos 'n' Andy Music Hall (204)	Esso Reporter	Bell Telephone Telephone Hour (185) R
	Freedom Sings Concert	R. Trout News	Jackson Brewing Jax World of Spts	
	News	Dance Orchestra	Behind the Iron Curtain	Cities Service Band of America (113)
	AFL Edw. Morgan News		Reporters' Roundup	
	How To Fix It Co-op		Virgil Pinkley	Fibber McGee & Molly •••••••
	News		Dance Orchestra	News
	Martha Lou Harp		Distinguished Artists Series	Heart of the News
	Songs by Dini	News Analysis	Mutual Reports The News	Stars In Action (Nat'l Guard)
	Sports Report $	Dance Orchestra	U N Radio Review	No Network Service
				News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by with Bob & Ray	No Network Service
	All State Budweiser Bill Stern	No Service		
	No Service	Delco Batteries Lowell Thomas (199)	General Sports	Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	News Analysis	Kraft News	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tennessee Ernie (121)	Fulton Lewis Jr.	No Network Service
	Strange	P. Morris Hallmark Bing Crosby (204 R)	John Bosman	Miles Labs. News of World (168)
	Saga	Ed. R. Murrow $ (89)	Amer.'s Bus. Dinner Date	One Man's Family ••••
	ABC News	My Son Joop	Gabriel Heatter	People Are Funny Net Work Participations only
	Red Benson's Hideaway	Yours Truly Johnny Dollar	Coca-Cola Co. The Eddie Fisher Show (245)	
	News $	Suspense	Treasury Agent •	Dragnet Carter Anahist
	Red Benson's Hideaway	News	Broadway Cop	
	News $	Jack Carson Show $	Esso Reporter	
	Sammy Kaye $	Kools Amos 'n' Andy Music Hall (204)	Jackson Brewing Jax World of Spts	News
	ABC News	R. Trout News	This is Civil Defense	NBC Theatre Participations Biographies On Sound Participations
	Platter Brains $	Revlon $64,000 Question (204)	The Army Hour	
	News		Virgil Pinkley	Fibber McGee & Molly •••••••
	AFL Edw. Morgan News		(Co-op) Men's Corner	News
	How To Fix It Co-op		Dance Time	Joseph C. Harsch
	News		Mutual Reports The News	Treasury of Stars
	Take Thirty $	Dance Orchestra	U N Radio Review	No Network Service
	Singing with the Stars	News Analysis		News of the World Morgan Beatty
	Sports Report $	Dance Orchestra		

WE

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (29)
	Budweiser Bill Stern	No Service
	No Service	Delco Batteries Lowell Thomas (198)
	Vandercook CIO	News Analysis
	Co-op Quincy Howe	Tennessee Ernie (121)
	Strange	
	Saga	
	ABC News	
	Red Benson's Hideaway	
	News $	
	Sammy Kaye	
	News $	
	President's News Conference	
	News	
	AFL Edw. Morgan News	
	Pabst Fights	
	Singing with the Stars	
	Sports Report $	

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News $	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Monitor •
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Rel. Church Back to God (288)	
9:45		Chev. News		Monitor Art of Living
10:00	Message of Israel $	Invitation To Learning $	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs $	Leading Question $	Voice of Prophecy (307)	Monitor •
10:45				
11:00	Sunday Melodies		Dawn Bible Frank & Ernest (382)	
11:15	Marines in Review		First Church How Christian Science Heals	
11:30	The Christian In Action $	News	Northwestern U. Review $	
11:45		E. Power Biggs $		
12:00 N	No Net Service	Salt Lake City Tabernacle $	As I See It Frank Kirkpatrick	
12:15 PM		Washington Week $		
12:30	The World Tomorrow Radio Church of God	World Affairs Report $	Bill Cunningham Co-op	The Eternal Light
12:45		Les Elgar Orchestra $	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (198)	F. W. Woolworth 1-2 p m Woolworth Hour (200)	Lee Paul	Monitor •
1:15			Basil Heatter	
			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club	Co-op News	Co-op Robt. Hurleigh	
	Beltone Bristol-Myers Union Pharmaceutical General Foods Glamorene Drackett	No Service	Easy Does It	No Network Service
			Cecil Brown Real News of the Morning Johnny Olson Show	
	Sterling MWF My True Story	Arthur Godfrey ††	Co-op Cecil Brown	**M. M. McBride Doeskin Co. Dr. N. V. Peale
	Carnation Whispering Streets (224)		Guest Time M-T-Th-F	
	Sinkolys When A Girl Marries (165)		Kraft News	
	TBA		Johnny Olson Show	Weekday •••
	MWF Pharmaco Companion $		Kraft News	
	Paging The New $		Story Time	
	Albert L. Warner News $	Contnl. Baking Make Up Your Mind (58)	Queen for a Day P. Lorillard (551)	Miles Fibber McGee & Molly
	Your Neighbors Voice $	Wrigley Howard Miller (145)		
	Valentino	Bishop, Gen. Fds. Corn. Prod. (195) Wendy Warren	Kraft News	
	Luncheon at Astor	Gen. Fds. MWF Backstage Wife	L. Higbie	
	Sunshine Boys	Toni MWF-GF T-Th Helen Trent (187)	Here's Hollywood	Weekday •••
	How To Fix It	Our Gal Sunday MW-GF (183) $	Joan Shepherd Show	
	No Network Service	P&G Ivory Road of Life (131)	No Service	
	Co-op Paul Harvey	P&G Oxydol Ma Perkins (182)	Co-op Cedric Foster	
	Co-op Ted Malone		Footnotes to History	
			Health	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News	No Network Service	8 a.m. Through Midnight Sunday Monitor •
	Co-op No School Today	Farm News		
		St. Louis Melodies		
	(10-10:30) Table Products Inc.	Garden Gate		
		A. Jackson		
	Muppets and Melodies	Galen Drake $ Father John's Medicine	American Travel Guide	
		Calmer $	Conference Call	
	ABC News*	Robt Q. Lewis (185) $ Milner	Lucky Pierre Show	
	The Inner Circle			
	All-League Clubhouse $		Philco Corp Phonorama Time	
	ABC News	A. Jackson	Lee Paul	Allis-Chalmers National Farm & Home Hour (Eastern Stand. Stations Only)
	How To Fix It	Romance $	Tex Fletcher's Wagon Train	
	101 Ranch Boys $			
	American Farmer $	Liggett & Myers Gunsmoke (198)	Fifth Army Band	Monitor •
	ABC News	A. Jackson	Basil Heatter	
	Navy Hour $	City Hospital		Chalmers Home Hour (Central Sta's)

SA

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Budweiser Bill Stern			Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Dolce Battries Lowell Thomas (199)	General Sports	Alex Drier Man on the Go Co-op
7:00	Vandercook CIO	News Analysis	Kraft News	No Network Service
7:15	Co-op Quincy Howe	CBS-Columbia (204) R Tonn. Ernie (204)	Fulton Lewis Jr.	Miles Labs News of World (163)
7:30	Strange	P. Morris Hallmark Bing Crosby	John Bosman Amer.'s Bus.	One Man's Family ****
7:45	Saga	Ed. R. Murrow S (89)	Dinner Date	News
8:00	ABC News	My Son Joop	Gabriel Heatter	The Great Gildersleeve Network local participations Buick: 11/3 only
8:15	Red Benson's Hideaway	Yours Truly Johnny Dollar	Coca-Cola Co. Eddie Fisher Show	
8:30	News S	Bristol-Myers Arthur Godfrey Digest (200) R	Official Detective *	The Goon Show
8:45	Red Benson's H.deaway		Crime Fighters	
9:00	News S	News S	Esso Reporter	News
9:15	Sammy Kaye	Jack Carson Show S	Jackson Brewing Jax World of Spts	X—Minus One
9:30	News S		Forbes Report	
9:45	Rhythm On Parade S	Kools Carter Amos 'n' Andy Music Hall (204)	Co-op State of the Nation	Conversation
10:00	ABC News	R. Trout News	Virgil Pinkley	Fibber McGee & Molly ******
10:15	AFL Edw. Morgan News	Jimmy Palmer Orchestra	The Book Hunter	News
10:30	How To Fix It Co-op			Heart of the News
10:45	ABC News		Music for You	Jane Pickens Show
11:00	Front & Center	Dance Orchestra	Mutual Reports The News	No Network Service
11:15 PM	Singing with the Stars	News Analysis	U N Radio Review	News of the World Morgan Beatty
	Sports Report S	Dance Orchestra		

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		U.N. on the Record S		Richard Harkness Co-op
6:30	Budweiser Bill Stern			No network Service
6:45	No Service	Dolce Battries Lowell Thomas (199)	General Sports	Sun Oil Co-op 3-Star Extra (34)
7:00	Vandercook CIO	News Analysis	Kraft Five Star	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Philip Morris Tennessee Ernie (204)	Fulton Lewis Jr.	No Network Service
7:30	Strange	General Foods Bing Crosby (204)	John Bosman Amer.'s Bus.	Miles Labs News of World (163)
7:45	Saga	Am. Oil Ed. R. Murrow (89)	Dinner Date	One Man's Family ****
8:00	ABC News	My Son Joop	Amer. Home Gabriel Heatter	News
8:15	Red Benson's Hideaway	Yours Truly Johnny Dollar	Les Paul &	National Radio Fan Club
8:30	News S	21st Precinct S	Hora's Hayes	
8:45	Red Benson's Hideaway		Counterspy *	
9:00	News S	News		News
9:15	Sammy Kaye	Jack Carson Show S	Co-op City Editor	
9:30	News S			Fan Club-Networks & local participations
9:45	Treasury of Music S	Amos 'n' Andy Music Hall (204)	Esso Reporter	
10:00	ABC News	R. Trout News	Jackson Brewing Jax World of Spts	News
10:15	AFL Edw Morgan News	Herman Hickman		Gillette Boxing
10:30	How To Fix It Co-op		Football	
10:45	ABC News	Dance Orchestra		Sports Digest
11:00	Indoors Unlimited		London Studio Melodies	Fibber McGee & Molly ****
11:15 PM	Songs By Dini	News Analysis	Mutual Reports The News	Sports Highlights
	Sports Report	Dance Orchestra	U N Radio Review	Time to Come
				No Network Service
				News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Make Way for Youth	John T. Flynn	
6:15			Les Paul	
6:30	Co-op Sports Kaleid	Young Ideas Fred Robbins	Airmen of Note	
6:45	Co-op Sports Afield With Bob Edge		Report from Washington	
7:00	At Ease	News Analysis	Jax World of Sports With Bob Nise	
7:15	Overseas Assignment	Peter Potter Juke Box Jury	Pop the Question	
7:30	As We See It (CIO)			
7:45	This Week In Washington		Magic of Music	Monitor *
8:00	ABC News			
8:15		Saturday Night Country Style	Musical Wheel of Chance	
8:30				
8:45		Sports News	Quaker City Capers	
9:00	Dancing Party S	News		
9:15		Philadelphia Orchestra	I Ask You	
9:30			Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
9:45		Sports Show		
10:00		News S	Oklahoma City Symphony Orchestra	
10:15	Ozark Jubilee	Dean Hudson Treasury Show Basin Street Jazz		
10:30	Lawrence Welk Army Show	Dance Orchestra		Monitor *
10:45				
11:00	Statler Orchestra	News Analysis	Country Jamboree	
11:15 PM		Dance Orchestra		

SUNDAY

	CBS	MBS	NBC
6:00 PM		Lutheran Hour (479)	Monitor *
6:15			
6:30			
6:45			
7:00			The Catholic Hour
7:15		Music From Britain	
7:30			
7:45			
8:00		Bandstand U.S.A.	
8:15			
8:30		Salute to the Nation	
8:45			
9:00		Hopalong Cassidy	
9:15			
9:30		Natl. Biscuit Adventures of Rin Tin Tin	
9:45			
10:00		(Co-op) Wild Bill Hickok	
10:15			
10:30		John Price	
10:45			
11:00			
11:15 PM			

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Closed Circuit	Gen. Fds. Sleep-Eze Dr. Malone	A Letter to Lee Graham	
6:15		P&G Our Guiding Light (128)		
6:30	No Network Service	Pharmacy T & Th Mrs. Burton	Kraft News	
6:45		MWF P&G Tide P. Mason (163)	Luncheon with Lopez	
7:00		Ton. & Bristol Myers Nora Drake (200)		Weekday ***
7:15		Brighter Day S (186)	America's Front Door	
7:30	The Martin Block Show	Houseparty†† (183) R	Mutual Reports	
7:45			Mutual Matinee	
8:00		Fred Robbins (5)		'Hotel for Pets' Coast Fisheries *****
8:15	Manhattan Matinee	Galen Drake	Mutual Reports	
8:30			Mutual Matinee	
8:45	Treasury Bandstand	No Service	Mon. & Fri. U.S. Military Bands Tues & Thurs Bandstand USA Wed. TBA	
9:00		News		Weekday ***
9:15	Musical Express			
9:30	Bobby Hammack & His What Four	No Service	Stand By With Bob & Ray	
9:45	Gloria Parker			
10:00	Vincent Lopez		Kraft News	

SATURDAY

	A3C	CBS	MBS	NBC
6:00 PM	Gridiron Salute	Kathy Godfrey Show S	College Football	
6:15	ABC News		Camel Football Scoreboard R. J. Reynolds (Five Minutes after Game)	
6:30		News S		
6:45		Football Roundup		
7:00		Scoreboard	Parade of Sports	
7:15	Game of Week	Football Roundup		
7:30		News S		
7:45		Football Roundup S	Country Jamboree	
8:00		Scoreboard		
8:15		Football Roundup		
8:30		News S		
8:45	Pop Concert	Football Roundup S	Bandstand USA	
9:00	The World Tourist			
9:15		News S		
9:30		Football Roundup S	Teenagers, USA	
9:45	Dinner at the Green Room S	Scoreboard		
10:00		Football Roundup S		
10:15			Los Paul	
10:30				
10:45				
11:00				
11:15 PM				

Monitor 8 a.m. Saturday through Sunday Midnight *

Explanation: Listings in order, Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time NYT.

ABC—
7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.
It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
† Houseparty.
3:15-3:30 p.m. MWF Lever.
3:15-3:30 p.m., Tu-Th., Kellogg Gen. Motors — Allen Jackson.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.
†† Arthur Godfrey Time
10-10:15 a.m., Hartz Mountain—Th. & Fri., alt. each week, G. H. Hartman; Lewis-Howe—Tu. & Wed., alt. each week. R & R; Pet Milk—M.-F., alt. days each week, Gardner Adv.
10:15-30 a.m., Bristol-Myers—alt. Fri., DCSS; Campana—M.-Th., alt. days, FDH; Lewis-Howe—every 4th Fri., R & R; A. E. Staley—M.-Th., alt. days, R & R.
10:30-45 a.m., Amer. Home Fds—Tu., every 4th Fri., Y & R; Corn Prod.—Wed., every 4th Fri., C. L. Miller; Dow Chemical—Thur., every 4th Fri., MacManus, J & A; Minnesota—Mon., every 4th Fri., Burnett.
10:45-11 a.m., Bristol-Myers—M. & W., DCSS; Kellogg—Tu. & Th., Burnett; A. E. Staley—alt. Fri., R & R; Murine—Tue., BBDO.
11-11:15 a.m., Campana—alt. Fri., FDH; Gen. Motors—Tu. & Th., FC&B; Lever Bros.—M.-W., alt. Fri., McCann-Erickson.
11:15-30 a.m., Gen. Motors—alt. Fri., FC&B; Pillsbury Mills—M.-Th., L. Burnett; Kellogg—alt. Fri., L. Burnett.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co. M.-F.; Pearson Pharmacal—M.-F.; Curtis Candy Co.—W.

NBC—
* **Monitor**—participating sponsors: Chesebrough, Charles Antell, RCA, Gruen.
** **Mary Margaret McBride**—Q-Tips; Mon., Wed.: Calgon; Tues.: Gen. Foods; Thurs.: Am. Molasses; Fri.
*** **Weekday**—participating sponsors to be advised.
**** **One Man's Family**—local and network participating. W.: Carter Prods.; Thur.: Anahist.
***** **Hotel For Pets**—MWF: Coast Fisheries with stations not ordered commercial taking program on sustaining basis. Tu., Thur.: Completely sustaining.
****** **Fibber McGee & Molly**—local & network participations. Collier, Viceroy, RCA, Anahist, Carter.

PRIVATE FCC–NETWORK TALKS NULLIFY ALBANY DECISION, WTRI (TV) CHARGES

Station says Commission's conversations with CBS officials disqualify its ruling against deintermixture in Albany-Schenectady-Troy case. Another complication in allocations snarl: Connecticut governor protests move of Hartford vhf.

THE FCC was confronted with a new complication last week in the intricate and unsettled television allocation problem when WTRI (TV) Albany, N. Y.—a ch. 35 uhf outlet now dark—charged that the Commission's conversations with CBS President Frank Stanton and aides [B•T, Oct. 10] had nullified the Albany-Schenectady-Troy deintermixture proceedings.

The WTRI "Petition to Reopen Hearing" came in a week which saw a quiescent FCC staff still digesting the tentative instructions given two weeks ago on the five pending deintermixture cases and the issuance of rule-making notices [B•T, Oct. 24].

Three of the seven FCC commissioners were out of Washington last week attending the annual convention of the National Assn. of Railroad & Utility Commissioners in Asheville, N. C. These were FCC Chairman George C. McConnaughey and Comrs. John C. Doerfer and Richard A. Mack. The full Commission meets again on vhf-uhf allocations problems Wednesday.

The week also saw Connecticut Gov. Abraham A. Ribicoff telegraph the Commission protesting the reported FCC decision to move Hartford's ch. 3 to Westerly, R. I. (37 miles from Providence).

The WTRI objection was based on the legal point that once a formal proceeding has been undertaken by the FCC it cannot discuss the matter with persons not involved in the hearing.

The Albany case—which involves two petitions, one to deintermix the New York capital city by changing ch. 6 (WRGB [TV] Schenectady) to educational and the other to drop in ch. 10 to Vail Mills, N. Y., outside of Albany—was one of the five deintermixture petitions heard by the FCC last June.

By inference, the WTRI petition would affect the other four deintermixture proceedings also. The other cases involved Peoria, Evansville, Madison and Hartford. It has been reported that the Commission tentatively decided to deny the deintermixture petitions in Peoria, Evansville, Madison and Albany, and to grant the Hartford request.

"Petitioner submits," the WTRI document declared, "that such *ex parte* intervention violates the provisions of the Administrative Procedure Act, is contrary to the procedure established by the Commission for considering rule-making matters, and is a violation of the due process clause of the Constitution. Because of such illegality, the proceedings thus far conducted are a nullity and must be vacated."

The Albany uhf station charged also that CBS has an interest in the outcome of the Albany deintermixture case and that it should have participated in that proceeding in order to be eligible to present its comments legally.

WTRI has charged that CBS switched its radio and tv affiliations to WROW Albany after it was bought by CBS commentator Lowell Thomas and associates. This was the basis of a separate hearing on which an initial decision is still awaited.

The CBS plan referred to by WTRI contemplated using some uhf, but through revision of mileage separations ensuring the allocation of at least three vhf channels to the top 100 markets. What aroused WTRI's ire was that CBS recommended three vhf channels for the upstate New York tri-city area.

WTRI is largely owned by Harry C. Wilder, who also was majority owner of WTRY Troy before it was sold earlier this year.

Connecticut Protest

The telegram to the FCC from Gov. Ribicoff read as follows:

"Disturbing rumors have reached me that your Commission is about to take action which would remove television channel number 3 from Hartford. Though the rumors are unsubstantiated and I hope untrue, I respectfully urge with all the strength at my command that channel 3 remain in the Capital City where it will best serve all of the citizens of Connecticut. I further urge that your body act as expeditiously as possible in order to bring this long-delayed service to the people of our state."

Three days later, in response to protests from uhf stations WGTH-TV Hartford and WKNB-TV New Britain, the Connecticut governor sent the following to those stations:

"Retel unaware of problems of intermixture. Only interest is to make sure that the entire state of Connecticut is provided with proper and complete tv service. First information that channel 3 would be substituted by another uhf channel. In complete agreement that uhf stations in Connecticut are providing a fine service for the area they are serving. Would like similar service to cover the entire state. Have been informed that uhf signal does not reach all areas of the state."

WGTH-TV has been sold to CBS; WKNB-TV to NBC. Both transfers are awaiting FCC approval.

Hartford's WTIC holds an initial decision for ch. 3 there; it is opposed by Hartford Telecasting Co., comprising local businessmen and Harry Butcher, KIST Santa Barbara, Calif., and one time CBS Washington vice president.

Others for Deintermixture

WHAT cities are concerned in those dozen petitions for deintermixture which are referred to from time to time in talking about the allocations problem confronting the FCC?

The five pending cases are well known. They concern Peoria, Evansville, Madison, Albany and Hartford. The others, according to the official FCC files, which have not yet been acted upon by the Commission, are:

Corpus Christi, Hutchison (Wichita), Baton Rouge, Springfield-Decatur (Ill.), Fresno-Bakersfield, Jacksonville, Sacramento, Spartanburg-Anderson-Greenville, Miami, Norfolk-Portsmouth-Newport News, Toledo, Philadelphia, Durham-Raleigh, Walla Walla. Most of these requests would make the cities all uhf commercially; a few involve partial deintermixture, i.e., the presently operating vhf would be permitted to continue.

UNSHACKLING BOTH THE PRESENT AND FUTURE

B•T last week editorialized on the study of economist Sidney S. Alexander of CBS Inc. which theorized that the present economic limit of tv stations in the U. S. is 600 plus some satellites [B•T, Oct. 17, 24]. To the editorial admonition that the FCC should not act on any plan, without keeping in mind changes that the future may bring to the economics of station operation, Mr. Alexander offers this commentary:

EDITOR:

In your editorial "Past and Future" in the issue of Oct. 24 you comment on my study, which you had so generously published in the prior issue, of the number of television stations that can be supported by the present economics of television.

But you warn that it would be as wrong to tailor the future pattern of television to the measure of television's inconsiderable past as it would have been for the directors of General Motors to plan their manufacturing capacity for 1955 on the basis of automotive sales in 1915. I certainly do not disagree with that statement.

But first things must come first and here I believe your editorial is wanting. As its title indicates, you look to the past, then to the future and so the imperative demands of the present are ignored. The fact is that we have not yet taken care of the present economic potential and that seems to me to be the first order of business, taking precedence over the more speculative future. Here is the crux of it. The 100 leading television markets, which I estimate to be able to support 418 stations, are now assigned fewer than 300 supportable channels. The FCC, accordingly, must not only provide room for the growth that television will be able to achieve in the future, but at least equally important it must also provide for the expansion that can be supported right now by increasing the number of competitive assignments in larger markets.

In any event, we at CBS are looking not only to the present but also to the future. One of the criteria being used in the allocation studies going forward in the engineering department of CBS Television, whose interim findings are reported in B•T of Oct. 10, 1955, is that of community services. This criterion poses the questions whether (1) as many communities as now have channels assigned would have them under any proposed modifications, and (2) communities with unused channels would continue to have the potentiality of future television stations. We certainly agree that room must be left for future growth and our suggestions attempt to provide for such room. Indeed, Plan A provides for more channel assignments than the 1,875 provided under the Sixth Report.

In sum, the FCC must meet not only the problem stressed in your editorial, that of not shackling the future, but also the problem of unshackling the present. As you say it is not a simple job that the FCC faces. It would be wrong for the Commission to be tempted into thinking it is.

Sidney S. Alexander.

Rochester Stations Seek Supreme Court Review

GENERAL attack on the interpretations by the FCC and the U. S. Court of Appeals of the protest provisions of the Communications Act (Sec. 309[c]) was made last week by WHEC-TV and WVET-TV Rochester, N. Y.

The share-time ch. 10 stations asked the U. S. Supreme Court to accept an appeal from last July's appellate court ruling that the FCC must give WSAY Rochester a hearing on its protest against the 1953 Rochester tv grants. Both tv stations have been operating since November 1953. WSAY is owned by Gordon Brown.

Grant to the tv stations came after the two competing applicants agreed to share operations on ch. 10. Six days after the grant was made WSAY filed its application for ch. 10. At the same time, the radio station filed a protest against the grants.

The FCC returned the application on the ground that it was submitted too late. The Commission also turned down the protest on the ground that WSAY had not specified in sufficient detail its charges against the grant.

Last summer, the Court of Appeals in Washington held that WSAY had met the requirements of Sec. 309(c) and should be given a hearing [B•T, Aug. 1].

Under the provisions of the protest rule, the authorization for the ch. 10 grants must be stayed pending a hearing and a decision on the protest. However, issuance of the appellate court's decision has been held up to permit an appeal to the Supreme Court. At one time the FCC considered appealing this ruling, but it decided not to press the action. Last week's petition by the stations for a *writ of certiorari* followed.

In its petition, the Rochester stations question whether a late-filing applicant is entitled to file a protest; whether an am station is *per se* a "party in interest," and whether a judicial case is presented where the interest of the appellant "arises solely out of expected, but undemonstrated, economic competition. . . ."

If the present interpretations of the protest rule continue, the Rochester tv stations said, the final result will be that all FCC radio and tv grants will be subject to protests and automatic stays "at the instance of a wide range of persons only remotely affected by a grant. . . ."

The tv stations referred to the Clarksburg Publishing Co. case (where the Court of Appeals held that a newspaper was a party in interest for the purpose of protesting a grant), and the Rochester case. The appeals court, the stations said, has "unreasonably liberalized the concept [of the protest rule]."

Should the Supreme Court refuse to review the case, the Rochester telecasters said, both stations will be forced to go off the air. The stations have incurred a capital investment of about $750,000, the petition said, plus a payroll that runs $50,000 a month, involving more than 100 employes. Also a consideration, the stations declared, would be interruption of local and national network service to one million people.

Webster Speaks to NARTB, McConnaughey in Asheville

ELEMENTS that go into making a decision in a matter as significant as television allocations were outlined by FCC Comr. Edward M. Webster last week before the San Francisco regional NARTB meeting (see story, page 70).

Also last week, FCC Chairman George C. McConnaughey spoke to delegates attending the annual convention of the National Assn. of Railroad & Utilities Commissioners at Asheville, N. C.

Here are some of the aspects of the tv allocations problem that the Commission must answer, Mr. Webster enumerated: economics, advances in the communications art, vagaries of human behavior, public likes and dislikes, impact of political moves, effect of competition and demands of users. Mr. Webster did not comment on the various proposals now before the FCC on the subject of tv allocations.

Chairman McConnaughey's speech was solely devoted to regulatory history and philosophy. Accompanying the FCC chairman to the NARUC meeting were Comrs. John C. Doerfer and Richart A. Mack. All had been members of state utility commissions before joining the FCC. Mr. McConnaughey is a past president of NARUC and a member of its executive board. Mr. Mack is a vice president.

SEN. ESTES KEFAUVER (D-Tenn.) (r) is greeted outside the WICU (TV) Erie, Pa., building by (l to r): Edward Lamb, owner of the *Erie Dispatch*, WICU-TV and WIKK; Ben McLaughlin, WICU general manager, and Arthur Gardner, Erie mayor. Sen. Kefauver was in Erie to deliver the principal address at the dedication ceremonies of the new *Dispatch* publishing plant.

AT&T Seeks 1-Year Extension Of Color Transmission Rates

EXTENSION of present experimental rates for transmission of color tv signals for a year to Jan. 1, 1957, was requested of the FCC last week by AT&T's Long Lines Dept. Previously, AT&T had asked for extension of rates for a few months at a time, with the present tariff extension expiring Dec. 31, 1955.

Request for the one year's extension squelches earlier speculation that AT&T was readying a substantial increase in color tv rates for the near future.

Charges for color intercity connections, under the experimental tariff, are the same as for black-and-white tv plus special terminal connection charges. The color terminal charges, which have been the same since the FCC approved the National Television System Committee's compatible color standards in 1954, are $450 per month for each station, in addition to the $500 per month charge for fulltime black-and-white service (eight consecutive hours daily). The rate per mile for color or black-and-white is $35.

For occasional service, the experimental color tariff is $250 per month for each station connection, in addition to the black-and-white rate of $200 per month. Hourly and mileage rates are the same as for black-and-white: $10 per hour and $1 per mile.

WENS (TV) Again Asks Stay Of Pittsburgh Ch. 11 Grant

REQUEST for a stay order against the grant of Pittsburgh's ch. 11 to merged applicants WWSW and WJAS of that city was argued in the U. S. Court of Appeals in Washington last week. The plea was made by ch. 16 WENS (TV) Pittsburgh.

This is the second request for a stay order against the Pittsburgh ch. 11 grant made by the uhf station. Last August it failed to convince the same court that a stay was necessary.

The appeal last week was from an FCC decision denying WENS the right to protest the vhf grant. The FCC held that the grant was made after a hearing and thus was not open to a protest under Sec. 309(c) of the Communications Act. This provides that when a grant is made without a hearing, a party in interest may object.

The FCC granted the ch. 11 facility to WWSW Inc. last July, following a hearing which culminated in an agreement to merge the competing applicants into joint ownership of the tv facility.

In its previous appeal, WENS claimed that the FCC should have accepted its application to change from ch. 16 to ch. 11. This was on the ground that the merger of WWSW and WJAS constituted a new application which should have been returned to the processing line. FCC rules prohibit the filing of new applications less than 20 days before a hearing is scheduled to begin.

Gist of the WENS argument was that if a second vhf begins operating in Pittsburgh, it will have to cease operation. WENS now holds the CBS and ABC affiliation. KDKA-TV, owned by Westinghouse Broadcasting Co. and affiliated with NBC, operates on ch. 2.

The argument last week was before Circuit Judges Wilbur K. Miller, Charles Fahy and George Thomas Washington. Arguing for WENS was Vernon L. Wilkinson; for the FCC, Edward W. Hautanen; for WWSW, Paul M. Segal, and for WJAS, William A. Porter. Robert Engel, assistant city solicitor of Pittsburgh, also argued against the stay on the ground that the city needed the additional service. He emphasized, however, that the city was taking no sides in the litigation.

TV NEWS RIGHT UPHELD IN FLORIDA

State Supreme Court upholds ruling denying suit of innocent bystander that WTVJ (TV) Miami news film of police raid in which he was questioned, placed him in unfair light.

THE FLORIDA Supreme Court last week upheld the right of a television station to telecast films of a news event without becoming liable for damages on invasion of privacy. This is believed the first ruling on this point in tv.

The court affirmed a lower court ruling which denied a $250,000 suit against WTVJ (TV) Miami brought by John Jacova. Mr. Jacova was pictured being interrogated by police officers at a hotel newsstand during a telecast of Miami police raids on suspected gambling establishments. He was not arrested nor was he identified in the newscast.

Florida Justice B. K. Roberts, writing the unanimous opinion, stated:

"We hold then that a television company—as in the case of a newspaper, newsreel or other communication medium—has a qualified privilege to use in its telecast the name or photograph of a person who has become an 'actor' in a newsworthy event."

The decision continued:

"It should also be remembered that a television newscaster must, like a newspaper reporter, attempt to get before the public 'today's news, today'."

It referred to tv as "the latest and most effective medium for the dissemination of news."

Mr. Jacova claimed damages on the ground that he was misrepresented as a gambler. WTVJ argued that it was privileged to use the scene in its filmed newscast because it was part of a newsworthy event.

St. Louis Judge Hits Lottery 'Loopholes'

"LOOPHOLES" in federal anti-lottery statutes "legislated" by the FCC, the Dept. of Justice and U. S. Post Office Dept. have handicapped hundreds of Better Business Bureaus in the U. S. and Canada and promoters of "overworld gambling" have been able to continue subtle use of lotteries in television and other media as well as in selling and entertainment, a U. S. circuit court judge claims.

These views were expressed by F. E. Williams, circuit court judge of St. Louis, in a mimeographed communication sent out to trade publications last week. Judge Williams told B•T he also reported his views to chief justices and attorneys general in 48 states, and spoke as "an American citizen, student of law and a lawyer."

Scoring CBS-TV's *$64,000 Question* in particular, Judge Williams felt that anti-lottery statutes are "excellent" and "all-inclusive" but are difficult of enforcement. He described the program as a "lottery" and said it should not be bracketed with other entertainment.

Claiming that certain promoters have invaded advertising with lotteries, Judge Williams asserted:

"This has been done by the strategy of operating a lottery in fact, both profitable to the operator and agreeable to its patrons, but under camouflage, and then inducing a non-legislative body or official to 'legislate' a loophole by holding that scheme, although a lottery in fact, is not a lottery under the lottery law."

Telegram for Ike

A 65-FT. TELEGRAM, bearing names and messages of nearly 10,000 KIRO Seattle listeners, was delivered to President Eisenhower at Fitzsimons Army hospital Oct. 14. The telegram climaxed a spot announcement campaign in which the station invited its audience to add sympathies to a KIRO get-well birthday wire to the President.

When KIRO began airing the first spots late Wednesday afternoon, Oct. 12, it appeared that the drive would meet with limited response since Western Union had set a Thursday midnight deadline for the message, in order to insure delivery on the President's birthday Friday. Response, however, was so sensational that Western Union had to work a special crew into the early hours of Thursday morning. All messages arriving after the deadline were bundled together and sent to Denver by plane.

14 Information Experts To Testify in Access Hearing

AN INFORMAL discussion featuring 14 men considered expert in the field of freedom of information will open a congressional subcommittee's hearing beginning Nov. 7 in Washington on whether federal executive agencies are making information available to the public and to congressmen. (Also see story page 75.)

Rep. John E. Moss (D-Calif.), chairman of the House Government Information Subcommittee, said the 14 would participate in informal talks with subcommittee members Nov. 7, with hearings to follow.

Among those scheduled for the talks are:

Theodore F. Koop, director of CBS news and public affairs in Washington; James S. Pope, executive editor of the Louisville (Ky.) *Courier-Journal* (WHAS-AM-TV) and member and former chairman of the American Society of Newspaper Editors' Freedom of Information Committee; J. R. Wiggins, executive editor of *The Washington Post & Times Herald* (WTOP-AM-TV Washington, WMBR-AM-TV Jacksonville, Fla.) and chairman of the ASNE committee.

Richard W. Slocum, executive vice president of the *Philadelphia Bulletin* (KYW-WPTZ [TV]), president of American Newspaper Publishers Assn.; Lyle C. Wilson and William L. Beale, Washington bureau heads of UP and AP, respectively; James Reston, Washington correspondent for the *New York Times* (WQXR-AM-FM); Clark Mollenhoff, Washington bureau of the Cowles publications (Cowles Broadcasting Co.).

KOOS Files Competing Bid For Coos Bay Uhf Facility

COMPETING application for ch. 16 at Coos Bay, Ore., was filed with the FCC last week by KOOS Coos Bay. Early in October Pacific Television Inc. (KVAL-TV Eugene, Ore.) filed for the same facility [B•T, Oct. 17].

The KOOS application asked for power of 20.5 kw visual and 11.6 kw aural, with antenna 836 ft. above average terrain. This is the second time KOOS has applied for ch. 16 at Coos Bay, having first sought the channel in 1952.

KOOS is owned by Sheldon F. Sackett, who also owns KROW Oakland, Calif., and KVAN-AM-TV Vancouver, Wash.

Brunetti Tells Subcommittee Automation Role in Color Tv

COLOR tv "truly awaits automation" Dr. Cledo Brunetti, director of engineering research and development for General Mills Inc., told a congressional subcommittee last week. The latter is studying the effects of automation on the national economy.

Testifying last Tuesday before the Economic Stabilization Subcommittee of the Joint Congressional Committee on the Economic Report, headed by Rep. Wright Patman (D-Tex.), Dr. Brunetti saw color tv sets as a coming market for the increased production in the electronics industry brought about by automation.

The color tv set, with "twice as many tubes and components as black and white . . . is still too high," Dr. Brunetti said. Color tv, he said, is not yet "off the ground," despite "rosy predictions and false starts."

He said tv sets would not be mass market items today were it not for automation, since sets would cost $2,000 to $3,000 each without automatic machinery in kinescope manufacturing.

Dr. Brunetti defended his firm's Autofab machine, which he said prepares certain electronic components for assembly, assembles them onto printed circuit boards and solders and tests the circuit for continuity. Autofab has been installed in six plants manufacturing electronic products such as radios.

He cited figures to show that workers displaced by the machine are channeled slowly into other jobs in the same industry in both manufacturing and distribution functions.

Dr. Brunetti said the domestic radio market in 1941, mostly home radios at a value of $469,636,000, had more than quadrupled by 1954 to $1,930,535,700 and included not only tv sets, but new products such as clock radios and portables. Living room radios now comprise only 25% of the total, he said.

Known Coverage Data Belies FCC Curves, Engineers Report

ACKNOWLEDGEMENT that the FCC's present vhf and uhf coverage curves for tv stations are not consistent with present information on propagation was contained in a technical report issued by the FCC's Technical Research Division last week.

The report (TRR 2.4.15), the work of William C. Boese and Harry Fine, is entitled "Present Knowledge of Propagation in the Vhf and Uhf Tv Bands." It is represented as the work of the two FCC technicians, and not an expression of official FCC thinking.

In discussing the data now available on tv propagation, the authors mention the studies made by the Central Radio Propagation Labs, Boulder, Colo.; work done on "scatter" systems; FCC monitoring with 16-20 field strength recorders operating since 1949, and the FCC's Laboratory Division's study of uhf coverage. This last will be issued as a separate document soon, it is understood.

Among the suggestions is one that there should be a study of receiver and antenna performance in the uhf bands "to determine to what extent equipment performance limits the present range of uhf stations."

There is enough data, the authors said, to indicate that the present FCC curves "do not represent adequately the data which have been collected in the intervening years [since 1949]." Call is made for more studies, since "more work is required before a revised set of curves can be established. . . ."

Initial Decision Favors Rozzell for Muleshoe Am

SUPERIOR broadcast experience and greater integration of ownership with management were cited by FCC Hearing Examiner Hugh B. Hutchison in an inital decision last week favoring Blackwater Valley Broadcasters (Theodore Rozzell) for a new am station in Muleshoe, Tex., on 1570 kc, 250 w daytime. Examiner Hutchison proposed denial of the competing application of Muleshoe Broadcasting Co., a partnership comprised of R. I. McLeroy, 40%; Mrs. Ed Holmes, 40%, and B. C. Dyess, 20%.

Mr. Rozzell, a former member of the New Mexico legislature, was once 45% owner of KBIM Roswell. Mrs. Holmes is a 40% stockholder of KFLD Floydada, Tex.

Hearing Manual Offered As Guide for FCC Cases

HEARING manual for the conduct of comparative hearings at the FCC has been formulated for FCC hearing examiners, Commission attorneys, and private attorneys. It is designed to promote uniformity in comparative hearing cases and covers conduct of hearings and types of evidence.

The Commission has asked for comments by interested parties on whether the manual should be incorporated in the rules or whether it should be issued solely as a guide for examiners and attorneys. It asked for comments by Nov. 21, and for replies to these comments 10 days later.

The hearing manual, first in the FCC's history, was the work of a joint FCC-Federal Communications Bar Assn. committee. Heading the FCC delegation was Chief Hearing Examiner James D. Cunningham. Heading the FCBA contingent was Robert L. Heald, NARTB.

Allocations Change Sought For Drop-in Vhf in Valdosta

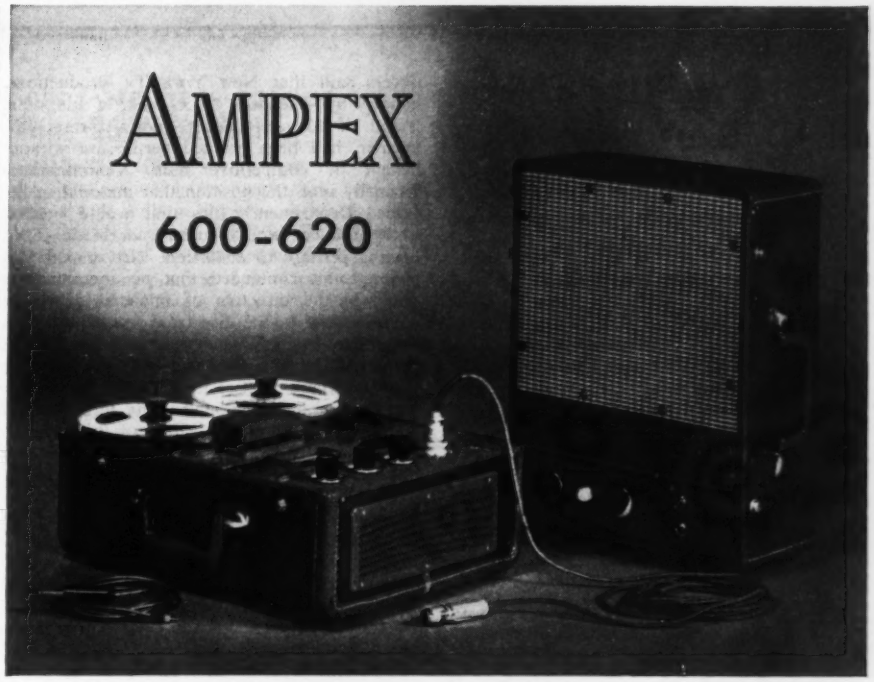
WGOV-TV Valdosta, Ga., which turned in its ch. 37 permit a year ago because of uhf economics, last week asked the FCC to amend the tv allocations table and add ch. 8 to Valdosta.

The station said the drop-in would meet all separation requirements and that it would apply for ch. 8 for immediate construction if the change is made.

In other actions last week involving allocation changes, the Joint Committee on Educational Television asked the FCC for additional time to reply to two proposals that would alter educational reservations and make them available for commercial use. The assignments involve ch. 5 at Weston, W. Va., and ch. 3 at College Station (Bryan), Tex. WJPB-TV Fairmont, W. Va. (ch. 35), requested the Weston change.

Laura Hollingsworth Dies

LAURA L. HOLLINGSWORTH, 67, administrative assistant to the Secretary of the FCC since 1934, died last week after a long illness. Mrs. Hollingsworth entered government service in 1917 with the Navy Department. She joined the Federal Radio Commission in 1928 and continued with its successor agency, the FCC. She is survived by her son and two grandchildren. Interment was at Arlington National Cemetery, where her husband is buried.



ULTRA-FIDELITY COMBINATION ...via Graybar

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately). Both are portable — weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance.

Full details and a demonstration can be gotten through your nearby Graybar Broadcast Equipment Representative. A phone call is the fastest way to prompt attention. Not in a hurry? Send us your name and address for complete literature.

$75 Christmas Bonus

A bonus of $75.00 is being offered toward the purchase of the Model 620 Amplifier-Speaker to all who purchase an Ampex 600 Tape Recorder before December 24, 1955. This means you'll be able to purchase the Model 620 at less than half price! Why not contact Graybar right now? This is an offer you definitely can't afford to miss!

(Notice the tiny microphone in the picture. It's an Altec "LIPSTIK"—Type M20—also available via Graybar.)

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via GraybaR

557-110

GRAYBAR ELECTRIC COMPANY, INC., 420 LEXINGTON AVENUE, NEW YORK 17, N. Y.
OFFICES AND WAREHOUSES IN OVER ONE HUNDRED TWENTY PRINCIPAL CITIES

ZIV NEW BUSINESS HEADED BY MUSNIK

Former vice president of Crosley Broadcasting given responsibility of stirring up new business. Ziv also planning $2.5 million overseas expansion.

APPOINTMENT of Bernard Musnik, vice president in charge of Crosley Broadcasting System's eastern division, as head of new business for Ziv Television Programs Inc., was announced by Ziv officials last week.

Mr. Musnik, with Crosley since 1940, will be charged with stirring up new business among selected New York advertising agencies while also establishing closer liaison with national station representatives on new Ziv products. M. J. Rifkin, Ziv vice president in charge of sales, cited Mr. Musnik's appointment as "a further step in planning — towards a greater understanding among leading national clients, agencies and station representatives of national spot use of tv as opposed to the network concept."

MR. MUSNIK

He added that since "more and more studies reveal the growing power and productiveness emerging from the wedding of film programming and selective national buying . . . our objective is to see that the increasing amount of intelligence on this subject gets exposure" in the top agency and station echelons.

While at Crosley, Mr. Musnik headed the company's local radio network in South America as sales director, switched to the firm's domestic division after the outbreak of World War II, rose to become eastern sales manager in 1950 and three years later was elected vice president in charge of eastern sales.

Ziv officials also announced that Ed Stern, president of Ziv International Div., is currently in Europe on a month-long survey of sales possibilities for Ziv productions. Mr. Stern will visit London, Paris, Madrid, Rome, Zurich, Frankfurt, Munich, Copenhagen and Amsterdam, and also will explore dubbing facilities in other European areas as part of Ziv's planned $2.5 million overseas expansion.

Wagner Does About-Face, Holds Up N. Y. Film Series

AS THE CLIMAX to a controversy surrounding a proposed production of a tv film series dramatizing the various New York City departments, Mayor Robert F. Wagner last Tuesday called a halt to the project and appointed a special study committee.

Mayor Wagner's action followed criticism in local newspapers of the mayor's directive which asked department heads to cooperate with New York Tv Productions on a proposed tv film series [AT DEADLINE, Oct. 24], plus objections from Police Commissioner Stephen S. Kennedy, various civic associations and a private taxpayer who filed suit.

Various reasons were advanced for the objections. Newspapers and unidentified tv producers said that New York Tv Productions, headed by Theodore S. Granik, a long-time friend of Mayor Wagner and a former law partner, had been granted permission without benefit of competitive bids. Commissioner Kennedy took the position that material in the Police Department's files that would interest a tv producer would concern dramatic cases, leading perhaps to distortion. Newspapers and civic groups contended that no mention was made in the directive of financial gain that could accrue to the city from use of the files.

Before Mayor Wagner halted the project, a private citizen had filed suit in Queens County Court, seeking to ascertain if other producers had been granted an opportunity to acquire tv rights and if "monetary terms of this transaction ultimately would be to the benefit of the city at large."

Coming as an anti-climax, in view of Mayor Wagner's later move, was an announcement Monday by Screen Gems and New York Tv Productions reporting that the companies would co-produce a 39-episode tv film series, entitled *The New York City Story*.

Mr. Granik explained at a news conference that the two co-producers had "every intention" of making donations to New York City's welfare organization, with details to be worked out on a percentage of the gross sales. He repudiated suggestions that Mayor Wagner had issued the directive as a consequence of their friendship, and said that his request probably had been approved because he had proposed to dramatize the workings of all the city departments, not solely the police, fire or hospitals. Mr. Granik is an attorney and veteran radio-tv producer of such programs as *American Forum of the Air* and *Youth Wants to Know*.

The committee selected by Mayor Wagner to review the "overall situation" consists of City Administrator Luther H. Gulick, chairman; Corporation Counsel Peter Campbell Brown; William R. Peer, executive secretary to the mayor; Seymour N. Siegel, director of communications for the City of New York and director of New York-owned WNYC, and Arnold Cohan, television consultant to the mayor.

Alexander Film Develops Motion Color Background

ALEXANDER FILM Co., Colorado Springs, Colo., has announced the development of a semi-automatic, one-man projector for motion color backgrounds. The company claims it is the only one of its kind developed in the film ad field.

The machine is operated by remote control from the camera position and the automatic features incorporated in the projector and interlocking mechanism make it unnecessary to use the large crew of men usually needed when projecting moving backgrounds. "Utilization of the machine will eliminate the sometimes obvious 'fake' and give a new selling force to the filmed advertising message," the company said.

'Sheena' Series Sold to Six

SIGNING of six new contracts in two days for the *Sheena, Queen of the Jungle* tv film series has been announced by Don L. Kearney, vice president in charge of sales, ABC Film Syndication. These sales raise the total number of markets sold to almost 50, Mr. Kearney said. Among those which have bought the series are The Red Fern Sausage Co., Atlanta; Little Rock Tomato Co., Little Rock, Ark.; Bell Ice Cream & Milk Co., Lubbock, Tex., and Santa Maria Dairy, Baton Rouge. The names of the two other advertisers will be announced shortly.

Independent Producers Signed in TPA Expansion

SIGNING of independent film producers by Television Programs of America is being announced today (Monday) by Milton A. Gordon, TPA president, as part of its campaign to expand both its program production schedule and production facilities. The production budget to which TPA already is committed for the current season amounts to $4,970,000, according to Mr. Gordon.

The latest producing firm to be signed by TPA is Four Star Films Inc., which is set to launch production of 39 new *Stage 7* programs at the RKO-Pathe studios in Hollywood. TPA also has Chertok Tv under contract to produce 39 *Tugboat Annie* episodes at General Service Studios, Hollywood, and on location on Puget Sound. The *Lassie* series is currently being produced by TPA in association with Robert Maxwell Assoc. Other series to which TPA is committed are *Fury* and *The Count of Monte Cristo*, which the company itself is producing.

Mr. Gordon said that TPA is holding discussions with several other independent producers for other series, and if satisfactory arrangements can be made, two additional series will be in production by February 1956.

Six Account Executives Appointed to TPA Sales

APPOINTMENTS of six account executives to the sales staff of Television Programs of America, New York, were announced last week by Michael M. Sillerman, TPA executive vice president. They are:

Crenshaw Bonner, formerly with MCA-TV and Ziv Television, who has been assigned the southeastern territory; Leonard Corwin, commercial manager of WWOR-TV Worcester, Mass., and previously with Frederic W. Ziv Co., who will handle the New England area; Jack Skinner, Frederic W. Ziv Co., who will cover the Denver area; E. L. (Spike) Coburn, sales manager of KBTV (TV) Denver and previously with TPA, who will headquarter in Dallas, and Julian P. Bernard and Edward C. Simmel, who will have roving assignments. Mr. Bernard previously was active in department store merchandising, and Mr. Simmel was with Monogram Pictures and United Television Programs.

'Faith for Today' Drops Live Programs for Films

ABC-TV's *Faith for Today* (Sun., 12:30-1 p.m. EDT), presented live for the past five years over most of the network's eastern affiliates plus 130 independent tv stations throughout the U. S., will go on film Jan. 1, according to spokesmen of the Seventh Day Adventist Churches of North America, producers of the program.

Pastor William A. Fagal, who heads the series, said last week that the decision was made after taking full note of "increasing difficulties in clearing time slots on distant stations in varying time zones." Though "still believing in live tv," the church weighed the former against the cost of filming and found that film could best serve "uniform quality to all stations."

Filming on the first of 39 programs to be produced between now and the end of the year was begun last week in New York. Rev. Fagal pointed out that the 30-minute telecast will retain its original format of 15 minutes of drama and 15 minutes of sermon.

Going West

HOLLYWOOD tv film production will get "New York treatment" under plan announced by John L. Sinn, president of Ziv Television Programs Inc. Mr. Sinn said actors and actresses, as well as writers, from the East will be flown to Hollywood to be used in various Ziv tv filmed series. Ziv Tv believes Hollywood performers are becoming "all too familiar" and new faces and new writing talent will be a step toward fresher programming.

Will Sell Any Films to Tv For Right Price—Skouras

SPYROUS SKOURAS, 20th Century-Fox president, said his studio will sell any films to television "if the price is right." Testifying in the government's 16mm antitrust suit in Los Angeles, he said the prices had been "so ridiculous that we just couldn't sell our films," adding that the motion picture industry must protect the investment of exhibitors.

Mr. Skouras said the studio expects to wind up preliminary testing of the Swiss Eidophor color theatre television process and he predicted it will cost about $18 million to launch it.

Peter Levathes, Young & Rubicam vice president, testified he felt that tv as a dynamic industry will eventually be willing to pay more for films. He said he had recommended, while making a survey for Mr. Skouras some years ago, that the studio refuse to sell to tv because prices were less than the rate charged per hour.

Screen Gems Active In Canadian Markets

SALE of eight Screen Gems tv film series in Canada over the past eight weeks has been announced by John H. Mitchell, vice president in charge of sales. Negotiations were conducted by Screen Gems (Canada) Ltd., Toronto, of which Lloyd Burns is vice president and general manager.

The sales included *Celebrity Playhouse* to General Mills (Canada) Ltd. and Noxzema Chemical Co. of Canada Ltd. in 19 markets; *Jungle Jim*, to the CBC for use on seven stations; *Father Knows Best*, to E. I. du Pont de Nemours Ltd. and Imperial Tobacco Co. Ltd. (Players cigarettes) for the full CBC network; *The Patti Page Show*, to Dominion Dairies for five markets; *Adventures of Rin Tin Tin*, to the Kellogg Co. for 13 markets; *All-Star Theatre*, to Vick Chemical Co. for CBLT-TV Toronto; *Top Plays of 1955* to CBUT-TV Vancouver and *Big Playback* to CBUT-TV and CBMT-TV Montreal.

MCA-TV Opens Mexico Office

AS PART of further expansion into overseas markets, MCA-TV Film Syndication Division has opened an office in Mexico City to accommodate the Latin American market. Wynn Nathan, vice president in charge of sales, conferred there with leaders of the Mexican tv industry, and arranged for Spanish dubbing of MCA-TV properties. Mr. Nathan reported that MCA-TV is examining the possibility of extending its overseas operation to the Far East, and said it shortly will announce plans. MCA-TV also has overseas offices in London, Paris and Toronto. No announcement has been made as to who will head the Mexico City office.

Conne-Stephens Formed, Plans 26 Pilot Films

CONNE-STEPHENS Productions Inc., a new television producing company, has been organized with William Stephens as president and Harry Maizlish, owner of KFWB Hollywood, as vice president of the new organization.

The company plans to issue 300,000 shares of stock at one dollar per share.

Firm has set up a production schedule of 26 pilot films and expects to have four films in the making by Dec. 5. Other officers of the new company are Jerome Weber, secretary and counsel, and Alice Blackburn, treasurer. Edward R. Conne is chairman of the board of directors. The distribution of the company's products will be handled by the William Morris Agency. Conne-Stephens Productions will make its headquarters at the General Service Studios in Hollywood.

FILM PEOPLE

Manny Reiner, appointed general sales manager of the I.F.E. Releasing Corp. Mr. Reiner, who was vice president in charge of sales for Guild Films and foreign sales manager for Samuel Goldwyn Productions, succeeds **Bernard Jacon,** who has resigned.

Lou Kravitz, sales manager, Filmack Studios, Chicago, to Lewis & Martin Films Inc., same city, as vice president and sales director. **Wolf Dochterman** appointed production manager at Lewis & Martin.

Marvin Korman, MCA-TV Ltd., Beverly Hills, Calif., named supervisor of art and production for MCA-TV Film Syndication Div.

Mervin Houser, executive assistant to RKO eastern publicity director Perry Lieber, appointed publicity director for RKO studio in Hollywood.

Luke De Matania to Reela Films, Miami, Fla., for national sales and development. He served formerly with March of Dimes motion picture department and Grant Adv. as writer and account executive.

Frank Greenfield, William Morris office (talent), N. Y., to sales staff, Mel Gold Productions Inc., N. Y.

Walter Lowendahl, executive vice president of Transfilm, N. Y. film producers, father of daughter, Anne, Oct. 18.

FILM SALES

Sterling Television Co., N. Y., has sold its *Bowling Time* tv film series to Bavarian beer for WHIO-TV Dayton; Aaron Heating Co. for WGN-TV Chicago, and Houston Bowling Assn. for KTRK-TV Houston.

Charles Michelson Inc., radio-tv transcriptions, has sold 26 five-minute tv films in "Paradox" series to DuMont Bcstg. Corp. (WABD [TV] New York, WTTG [TV] Washington) for late night *Featurama* show. Company also announces release of *Hopalong Cassidy* half-hour radio show to Mutual Broadcasting System.

MILESTONES

Sigma Delta Chi to Honor KDKA's 35th Anniversary

SALUTE to KDKA Pittsburgh, marking radio broadcasting's 35th anniversary, will be tendered there tomorrow (Tuesday) by Sigma Delta Chi, national journalism fraternity, at a luncheon sponsored by the Pittsburgh Advertising Club in the Hotel William Penn.

FCC Commissioner Richard A. Mack will be the principal speaker at the luncheon, during which an award-plaque will be presented to KDKA by Charles C. Clayton, editorial executive of the *St. Louis Globe-Democrat* and past national president of Sigma Delta Chi. The plaque cites the "historic broadcast at this site of the Harding-Cox presidential election returns Nov. 2, 1920." The plaque will be installed at the East Pittsburgh Works of the Westinghouse Electric Corp. and a duplicate will be placed in the KDKA lobby.

During the anniversary celebration, KDKA will intersperse all local programs with excerpts from old-time radio shows. The excerpts will be incorporated into an hour-long program tomorrow evening, to be emceed by Ed Schaughency, 23-year KDKA veteran.

Other stations and networks, including British Broadcasting Corp. and the French Broadcasting System, have indicated a willingness to take part in the anniversary celebration.

Westinghouse Stations, Esso Mark 'Reporter' Anniversary

THE 20TH ANNIVERSARY of Westinghouse Broadcasting Co.'s *Esso Reporter* was celebrated last week in New York by members of the Westinghouse stations, United Press officials, executives from the Marschalk & Pratt Div. of McCann-Erickson (Esso Standard Oil Co.'s agency) and Free & Peters, WBC's national representatives.

Special plaques commemorating "20 years of serving the public by working together" were presented by Esso to Paul E. Mills and Les R. Rawlins, general managers, respectively, of WBZ-WBZA Boston-Springfield and KDKA Pittsburgh.

Coincidentally, the United Press' 20 years of continued service to WBZ-WBZA, KDKA and KYW Philadelphia were celebrated by UP's award of special plaques to Mr. Mills, Mr. Rawlins and Robert Teter, KYW general manager.

Among officials attending the celebration in New York's Stork Club were: Chris J. Witting, president of WBC; S. C. Hope, president of Esso Standard Oil; Thomas R. Curran, UP vice president and general news manager, and Eldon Campbell, WBC national sales manager.

► WJAC Norfolk, Neb., celebrated the 33rd anniversary of its *Noon News* show Sept. 26.

► SEPT. 26 marked the 21st birthday of CBS' Housewives Protective League.

► CBS-RADIO's *Church of the Air* will celebrate its 25th anniversary Oct. 30.

► OLDEST Catholic dramatic program in the country, *Ave Maria Hour*, celebrated its 21st anniversary Oct. 8.

► CEDRIC FOSTER, MBS Boston news commentator, celebrates his 15th year on the air as a Mutual commentator today (Monday.)

► DAVID E. KESSLER, WHAM Rochester, N. Y., radio-tv news director, celebrated his 15th year with the station Oct. 6.

PROGRAM SERVICES

World Names Joseph, Weathers to New Posts

WORLD BROADCASTING SYSTEM, subsidiary of the Frederic W. Ziv Co., Cincinnati, has established two new territorial sales divisions, with headquarters in New York and Atlanta.

Heading the New York operations as divisional sales manager is Ken Joseph, former WPAT Paterson, N. J., sales staff member. Mr. Joseph joined World in 1952, after radio associations including WOLF Syracuse, WGNR White Plains, and WNYC and WEVD New York.

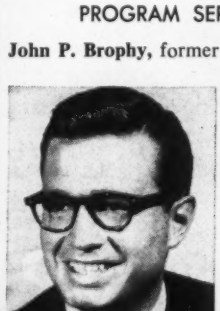
Working out of Atlanta is James Weathers, with World since 1951, most recently in a sales post in San Francisco. He started his radio sales career with WAGF Dothan, Ala., later became sales manager of WNEX Macon, Ga.

MR. JOSEPH

MR. WEATHERS

Dick Lawrence, national sales manager for World, also announced that Bill Pennell, formerly of CBS New York, will move to California to head up the company's western sales division.

PROGRAM SERVICE PEOPLE



MR. BROPHY

John P. Brophy, former KUTV (TV) Salt Lake City program director and national sales manager, announces opening of own agency for production of radio-tv programs and commercials and public events in Salt Lake City, with complete talent directory. Mr. Brophy was on production staffs of network programs in New York City before entering western radio-tv.

Max K. Lerner, general attorney for Sesac Inc., re-elected for a second three-year term as member of board of trustees, Federal Bar Assn. of New York, New Jersey and Connecticut.

Harriet Kaplan and **Lily Veidt,** associates in the Robert Lantz Talent Agency, will be responsible for new department at the Henry C. Brown office handling radio, tv, and legitimate theatre talent, effective Nov. 1. Company spokesmen also said that plans are under consideration to open a west coast office.

William Peart, Southwestern representative for Associated Press, to International News Service-International News Photos as southwestern business and sales representative. From headquarters in Dallas, he will handle sales and client relations in tv, radio and newspaper fields.

NETWORKS

CHICAGO RENEWS BID FOR NETWORK SHOWS

Momentum gains in civic movement to recapture ground lost by Chicago as an origination center for network radio-tv programs.

A MOVEMENT to recapture ground lost by Chicago as a radio-tv origination center has assumed civic proportions as part of a multi-pronged endeavor to revitalize the city as a broadcast, theatre and cultural capital.

First indications that more network tv programs are contemplated are seen in NBC-TV's reported plans to emanate some of its *Home, Today* and *Tonight* programs during the 1955-56 season from Chicago. Also CBS Central Div. will move its studios to the remodeled Chicago Arena next year.

The movement has been spearheaded recently by the Assn. of Commerce and Industry, headed up by Thomas Coulter as chief executive officer, who noted that total advertising volume of agencies is over the $1 billion mark [B•T, Sept. 26].

It gained further impetus when Mayor Richard J. Daley lent his support to the movement. Last week, a number of plans looking toward revitalization of broadcasting and other pursuits had been submitted to Mayor Daley. In a closed circuit talk before the Commercial Club of Chicago, the Mayor expressed concern over the city's status in contrast to New York and Hollywood.

Groundwork for the movement was laid earlier by Chicago Unlimited, an organization devoted to the promotion of the city as a radio-tv center.

Another source of concern in Chicago radio-tv circles is the acknowledged failure of Broadcast Advertising Club to emerge as a strong organization alongside the Chicago Federated Advertising Club, Sales Executives Club and other local organizations devoted to advertising generally.

Court Denies AB-PT Plea To Drop Winchell Complaint

THE NEW YORK State Supreme Court last week denied on the ground of insufficiency a motion by American Broadcasting-Paramount Theatres to dismiss a complaint in a $7 million suit brought by Walter Winchell.

The court, however, directed that Mr. Winchell's complaint be "recast" in compliance with certain parts of the Rules of Civil Practice so that it explains "with great particularity" his cause of action. The principal issue was whether Mr. Winchell, who was under contract to ABC as a commentator, was protected, if he were sued for libel or slander. Mr. Winchell alleges that network officials told him he was not protected.

NBC Signs First 3 Sponsors For New 'Weekday' Service

FIRST advertisers to sign for NBC Radio's *Weekday*, which starts Nov. 7 (Mon.-Fri., 10 a.m. through 6 p.m. EST), were announced last week.

The sponsors are Associated Products Inc. (5-Day Deodorant Stick), Phillips-Jones Corp. (Van Heusen shorts) and the Mennen Co. (Mennen Skin Magic), each using one-minute announcements at the rate of two per day and continuing through the end of this year. Grey

Adv. is the agency for all three companies.

Gross prices for *Weekday* announcements are $1,500 for one minute; $5,625 for 30-second announcements sold in a minimum of five weekly; $4,500 for six-second billboards sold in a minimum group of 10 weekly (subject to weekly and annual discounts varying up to 10% for 10 weekly minutes or more and annual discounts varying up to 20% for 250 minutes a year).

Benson Named to Produce NBC Radio's New 'Weekday'

PRODUCTION of NBC Radio's *Weekday* (Mon.-Fri., 10 a.m.-6 p.m. EDT) which premieres Nov. 7, will be headed by executive producer Mitchell Benson, with NBC Radio since 1949. Key members under his supervision are: supervising producer Allen Ludden, moderator of *College Quiz Bowl* and *Mind Your Manners;* and information and service director Geraldine Rhoads, former editor-in-chief of the now-defunct *Today's Woman* magazine and more recently with *Readers Digest.*

Also reporting to Mr. Benson are Helen Marmor, formerly AP regional radio editor, now *Weekday* features editor, and Kenneth W. MacGregor, NBC Radio staff producer, who will handle *Weekday's* dramatic unit.

Godfrey Drops 4 More: Puck, Bresler, Bryan, Simms

A NEW CHAPTER was added to the Godfrey employe-employer relations story last week. The CBS radio-tv initially fired three from his staff: Larry Puck, co-producer with Jack Carney of *Talent Scout*; Jerry Bresler, musical conductor, and George Bryan, announcer, both of *Talent Scouts.* No replacement was indicated for Mr. Puck, whose five-year contract would have run until next April. CBS said Mr. Puck would be paid in full. Mr. Carney remains as co-producer. Bert Farber becomes the new musical conductor and Tony Marvin the announcer.

Late in the week another member of the staff, singer Lu Ann Simms, who had taken maternity leave in March from two Godfrey radio-tv productions, was informed that her contract—which CBS had an option to terminate Dec. 2—would not be renewed.

Her dismissal from Mr. Godfrey's shows was the 20th since Julius La Rosa, singer, became the first dismissal.

Mr. Puck last December was dropped as producer of *Arthur Godfrey and His Friends* after he and singer Marian Marlowe announced their engagement. Subsequently, in April, she was dismissed from the latter show along with eight others. Miss Marlowe and Mr. Puck were married last summer. Mr. Puck said that he did not know why he had been let go but added that as far as he was concerned, "Godfrey is an employer, and an employer has the right to terminate anybody's services if he wants to do so."

ABC-TV, Four-Star Plan Film Series for Next Fall

ABC-TV and Four-Star Corp., producers of *Four Star Playhouse* and *Cavalcade of America,* last week jointly revealed that they had contracted for the production of a full-hour series to be shown on the network next autumn.

Tentatively titled *Wire Service,* the series will star three actors, as yet unnamed, who will take turns in the leading roles, and will be filmed at RKO-Pathe, Culver City, Calif., as well as in Paris and London. *Wire Service* will be supervised, network officials said, by Robert M. Weitman, ABC-TV vice president in charge of programming and talent.

Signing for ABC was President Robert E. Kintner, and for Four-Star Corp., Don W. Sharpe, its president.

Networks Aligning Plans For Bowl Game Coverage

RADIO AND TELEVISION networks are getting prepared for extensive coverage of bowl football games to be played during the Christmas and New Year's holiday season.

ABC will present the Sugar Bowl game on radio and television on Jan. 2, starting at 2 p.m. EST. The network is offering the joint radio-tv package to one advertiser for a complete price of $198,458, commissionable.

On Jan. 2, NBC-TV will carry the Cotton Bowl, sponsored by the Dodge Div., Chrysler Corp., starting at 1:45 p.m. EST, and the Rose Bowl, under the sponsorship of Gillette Safety Razor Co. NBC-TV also will carry the professional football championship game on Dec. 26, starting at 1:45 p.m. EST, under sponsorship of Miller Brewing Co. and Buick Div. of General Motors Corp.; the Blue-Gray game on Dec. 31 (2-4:45 p.m. EST), sponsored by Gillette, and the East-West game on Dec. 31, starting at 4:45 p.m. EST. A spokesman said that NBC Radio currently is negotiating to carry all or some of these games.

CBS Radio and CBS-TV will present the Orange Bowl game on Jan. 2, starting at 2 p.m. EST under the sponsorship of Gillette. CBS Radio will broadcast the 'Gator Bowl on Dec. 31, starting at 2 p.m., and the Senior Bowl on Jan. 6, starting at 3 p.m.

Mutual will carry the East-West game on Dec. 31, starting at 4:45 p.m. EST.

More for 'Breakfast Club'

SANDURA Co., through Hicks & Greist, New York, will sponsor on behalf of its floor coverings, the 9:40-9:45 a.m. EST segment of ABC Radio's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST) each Thursday, effective Nov. 17, Charles T. Ayres, vice president in charge of the network, said last week. Mr. Ayres also said Bristol-Myers Co. has added new segments to its sponsorship. Effective today (Monday) it will sponsor the 9:40-9:45 a.m. period Mondays and Fridays on behalf of Bufferin, through Young & Rubicam. Bristol-Myers, through Doherty, Clifford, Steers & Shenfield already sponsors the 9:55-10 a.m. period, Mondays, Wednesdays and Fridays on behalf of Mum cream deodorant.

WJHL to Join CBS Radio

WJHL Johnson City, Tenn., joins CBS Radio as a supplementary station in the South-Central group on Jan. 1, 1956, William A. Schudt Jr., CBS Radio vice president in charge of station relations, announced last week. The station will be available individually with the basic network, Mr. Schudt added. WJHL, 5 kw day and 1 kw night on 910 kc, is owned and operated by WJHL Inc.

MBS Extends Afternoon Show

MBS starting today (Monday) extends its new "Personality-Program Formula" by an additional two hours. Titled *Mutual Matinee,* the two hour block of programs, starring former musical comedy star Ruby Mercer, MBS personalities Bruce Elliot and Dan McCullough, singer Richard Hayes, the U. S. Army, Air Force and West Point bands, will be slotted between 3 and 5 p.m., alternating on a regular basis.

DIRECTIONAL
TV-Transmitting
ANTENNA
AMCI Type 1030
CHANNELS 7 through 13
Similar to the Type 1040 Slotted-ring Antenna, but with pattern shaping members connected to alternate active rings, the Type 1030 provides a controlled pattern adjustable to service requirements. Pattern and antenna shown are of WEAT-TV, Channel 12, West Palm Beach, Florida. Easy installation is an important advantage of the type 1030 Antenna. This lightweight, yet sturdy, antenna can be easily and conveniently mounted on supporting mast after mast has been erected.
Ask for Bulletin B 10-55
ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI
ALFORD
Manufacturing Co Inc
299 ATLANTIC AVE BOSTON MASS

RECORDED TV DEVELOPMENTS EXHIBITED; MULTI-BILLION-DOLLAR INDUSTRY SEEN

Academy of Television Arts & Sciences Hollywood meeting hears equipment leaders describe newest developments. RCA unveils new monochrome and color kine processes.

RECORDED TELEVISION faces a period of tremendous expansion, in the opinion of major equipment manufacturers, and they are ready to battle for what promises to be a multi-billion dollar industry within an industry.

The equipment giants joined in a well-mannered but hard-fought battle-royal last Wednesday night before the Academy of Television Arts and Sciences, meeting in Hollywood, as more than a thousand leading engineering, management and programming executives heard RCA join battle with Bing Crosby Enterprises in a kinescope-magnetic tape encounter. They heard details of a brand new Disney-RCA film editing process that takes 70% of the time and heavy print costs out of film editing. They saw the promising details of the DuMont Electronicam marriage of optical and video camera processing and production-editing.

Finally they took a quick peek into television's future as seen through an RCA spokesman, including two-way wrist-watch video sets, mural screens for home and theatre, and color kine visual contact with man-made satellite space vehicles—"all within our lifetime."

Most exciting to the industry leaders was the sudden unveiling of RCA's new monochrome and color kine processes. These are based on an ultra-violet lighting system. When the one-color kine was demonstrated there appeared to be substantial agreement with RCA's claim that film made by the kine process is indistinguishable on the receiver from direct photography. RCA said the kine process is at the commercial stage and even suggested it is ready for extensive use in the theatrical film industry. RCA is developing a color opaque projector that can be multiplexed into the color camera.

A dramatic point in the RCA-Crosby recording competition was RCA's unveiling of high-quality kine color recording only a few minutes after a Crosby spokesman had claimed there is no color kine equipment. The RCA kine color reminded viewers of theatrical color film and it was shown on a full theatre screen. It is still in the laboratory stage and was recorded on 35mm film as against 16mm for the black-and-white kine.

Summing up, the technical unveiling of new equipment and processes pointed to enormous savings in production and an eventual revolution in the dollar-eating techniques used in theatrical studios; to steady and rapid growth in the use of video recording processes for tv station and network programming, and to a stiff battle between magnetic tape and kine recording, with the likelihood that both will find important levels in the entertainment, theatrical and education industries.

In this development there will be multi-billion-dollar new markets for electronic and photographic equipment with a blending of techniques and an eventual revolution in motion picture studio processes.

RCA made it obvious that a serious bid is being made in all phases of this evolution. It is out to capture its share of the educational industry on the theory that one out of every seven American dollars—$50 billion out of the nation's $350 billion spending budget—is spent "to teach people to do something." Coupled with automation, the academy group was told that new tv developments should mean more rather than fewer employment opportunities in American industry.

Here is a company-by-company account of the unveiling of television's future before the academy's members and guests:

RCA:

Andrew F. Inglis, manager of television systems for RCA, brought the latest word from Princeton and Camden, N. J. He showed 16mm black-and-white kines "of commercial quality" based on the new ultra-violet technique. He said improved gray scale and resolution had been achieved. Large-screen monochrome kines were shown on the theatre screen and Mr. Inglis drew favorable nods from the audience with large-screen kines as he claimed they can't be told from direct photography on the receiver.

He showed laboratory kine color on a theatre-size screen, with clips from NBC's "Swan Lake," a Connie Russell singing sequence that presented Miss Russell in detail, and a color tv promotion film with a mobile motif. Mr. Inglis apologized for some flaws but only the technical experts were able to detect imperfections. This demonstration was spiced by a previous Crosby claim that no color kine process existed.

While Mr. Inglis didn't say so, it was obvious that RCA feels it is at least as far along as Crosby in development of magnetic video tape. Mr. Inglis supported his belief that tape will not replace theatrical film in the foreseeable future by citing "industrial inertia" factors such as vast libraries of optical films, equipment investment and specialized techniques. It appeared RCA is developing both kine and magnetic tape recording but the presentation by Mr. Inglis raised the prospect that kine may take a leading role in the evolution of television and motion pictures.

Mr. Inglis said vidicon camera tube development is moving rapidly although it still requires 10 times as much light as the image orthicon. He said the upcoming tri-color tubes have long life and will be cheaper than image orthicon tubes.

He forecast a downward price trend in color tv sets starting in mid-1956 and estimated 1956 color set output at 300,000. The color problems are now "commercial," he said, with relay facilities and full equipment available to the industry. He predicted that the transistor some day will replace the vacuum tube in many equipment uses and that theatrical tv will be an important part of the entertainment industry.

Mural tv, using electro-luminescent sheets, promises an answer to large-screen tv in home and theatre, he said, explaining it is still in the laboratory stage and may not come out for a number of years.

Bing Crosby Enterprises:

John T. Mullen, in charge of engineering, told how the Crosby laboratory started work on video magnetic tape a few months after the first Ampex audio tape came out in 1948. Laboratory development started in mid-1951 with the first demonstration in November of that year. Emphasis was shifted to multiplexing, using a one-inch tape at 100 inches a second, but this was dropped in favor of the direct system which is easily adaptable to color.

Next week the Crosby laboratory will demonstrate its latest video tape, which Mr. Mullen said "is pleasant to look at and is highly acceptable, particularly in color." He explained tape tv, which he called "VTR," can be played back in a fraction of a second. The half-inch tape is run at 180 inches a second, with 2½ mc. Definition reels are 17 inches in diameter. Speed is no problem as in intricate optical gear, he said. Improvement is coming in elimination of drop-outs and better definition, as well as lower speed, he said, with all circuits having been devised.

He listed tape advantages as: foolproof; can be erased; playback in fraction of a second; stop-and-go editing; editing with scissors and sticky tape; tape can be stopped for easy examination of both image and sound; can be duplicated quickly in large quantities by re-recording; can be corrected for color and tone; there is no gray-scale problem as in optical film work; color is reproduced exactly as recorded and is simply achieved by using three tracks instead of one. "Black and white is very good; color is better," he claimed.

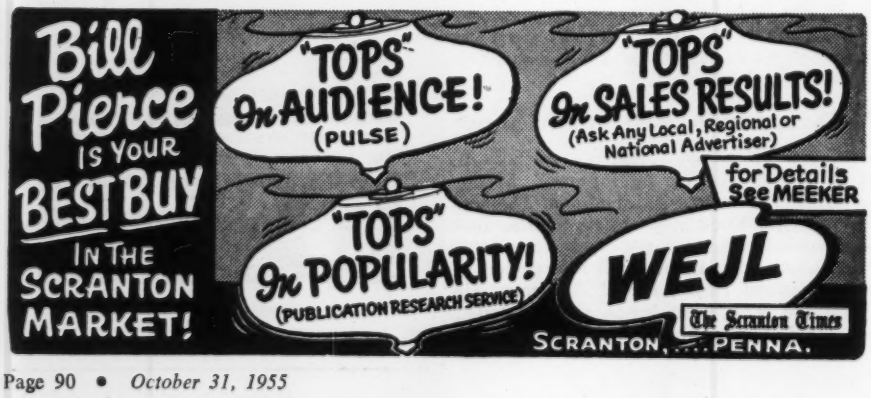
Walt Disney Studios:

Robert W. Gilbeaut, manager of editing, described "The Monster," a new film editing machine developed by RCA for the Disney Studios on 60 days notice to meet the need of the new daily one-hour New York television schedule. The device applies tv switching technique to film editing, utilizing three editors tied into RCA ITV-6 cameras. This converts an optical image to an electronic image.

The device was described by industry viewers as an important step in editing and production, saving three-fourths of editing time and already drastically cutting print costs. Mr. Gilbeaut predicted it will be adapted to kine films and direct broadcast. Rough editing is permitted during photography by a recording control track in innerlock with camera. The control desk has a bank of four tv monitors and a footage counter. Reverse images are used to give the appearance of prints. The memory tape is actuated by a cluster of seven recording heads.

Allen B. DuMont Labs.:

James L. Caddigan, director of electronics



CHIEF ENGINEERS of the Iowa Tall Corn Network toured the engineering and manufacturing facilities of their hosts, the Collins Radio Co., Cedar Rapids, Iowa, during the engineers annual conference. On the tour were (l to r); Dave McGowan, Ray Baker, R. I. Hancock, G. M. Lowder, Dick Grow, R. H. Hollister, Jim Lathrop, Gene Reiff, Don Abitz, R. A. Powell, B. N. Murphy, Eldon Kanago, Elliott Full, Herb Anderson and H. O. Olson. Company's latest equipment was exhibited.

marketing, called the Electronicam "a marriage of motion picture and television." He showed how three cameras are used, each having both film and electronic pickups, and demonstrated how the director selects cameras and comes up with a film ready for direct projection or tv broadcast. Rapid rehearsal and spontaneity are advantages, with important production cost economies.

The Electronicam is being used in the *Jackie Gleason Show*. Work that once took hours with only a few feet of film obtained can now be done rapidly, he said. A light translator is being developed as a refinement. "The techniques will have a far-reaching effect in all areas where action or subject matter must be recorded on motion picture film," Mr. Caddigan said. The system has 16mm and 35mm film versions and can be adapted to the new wide theatre screens.

Sarnoff Given Navy Award Citing Outstanding Record

BRIG. GEN. David Sarnoff, chairman of the board of RCA and NBC, last week was presented with a plaque from the Chicago Council of the Navy League of the U. S. for his "distinguished service to the U. S. Navy, the nation and the American people."

The presentation was made at the Navy Day dinner of the council in Chicago, during which Gen. Sarnoff outlined a three-point program to meet the communist challenge on the military, civil defense and propaganda fronts. He urged that the United States bolster its military strength to the point that no nation will dare to attack us; develop a civil defense program to assure "the maximum support of our armed forces if hostilities do come," and "pursue victory in the so-called 'cold war' as resolutely as the Navy always has pursued victories in 'hot wars.'"

Gen. Sarnoff reviewed RCA's long association with the armed forces and said that electronic advances accomplished during World War II had hastened the advancement of tv broadcasting as a post-war service to the public.

Six Tv's Buy RCA Color Gear

SALES of color tv live and film cameras to six stations for use in originating local colorcasts were announced last week by A. R. Hopkins, manager of the RCA broadcast equipment marketing department. The cameras were bought by KMTV (TV) Omaha, KPRC-TV Houston, WSLS-TV Roanoke, WTAR-TV Norfolk, WJBK-TV Detroit and WTOP-TV Washington.

Philco Opens New Division, Changes Key Assignments

SEVERAL changes in the assignments of top-level personnel of the Philco Corp. were announced last week by President James H. Carmine.

Frederick D. Ogilby, vice president-manager of television sales, has been named vice president-marketing of Philco. James M. Skinner Jr., vice president of tv division, has been given added duties of division general manager.

At the same time Mr. Carmine announced the formation of an automotive division to direct the manufacture and sale of Philco radios and other products for the automotive industry. The new division will be headed by William H. Chaffee, formerly vice president-general manager of the radio division.

Henry E. Bowes, advertising and promotion manager of television, has been named general manager of home radios. John L. Goldschmeding, sales manager for refrigeration, was appointed manager of electric range sales. J. S. Frietsch, sales promotion manager, home radios, takes over similar duties for television as well.

Gibson B. Kennedy, sales manager for the North Atlantic Div. with headquarters in Boston, has been transferred to Philadelphia as merchandising manager of television, a newly created post. Robert P. Kelly, general sales manager, Philco Distributors Inc., was named to succeed Mr. Goldschmeding, with headquarters in Philadelphia.

Sun-Powered Transistor Radio Displayed by Admiral Corp.

A TRANSISTOR radio, capable of being operated by the sun rays or heat-producing objects, was unveiled by Admiral Corp. in Chicago Thursday [CLOSED CIRCUIT, Oct. 24].

The radio, which also operates in conventional manner, requires no tubes or replaceable batteries. It contains a control knob for changing the receiver from solar operation to a standby battery (flashlight size) recharged by the sun's rays. A standby cell can play 50 hours without recharging, it was claimed.

On top of the cabinet is a line of seven cells on a plastic strip which, activated by the sun, provide the radio's primary source of power. The solar battery can also be activated by a heat lamp or 100-w household bulb. The receiver includes eight transistors instead of tubes.

One of the biggest drawbacks of the receiver at present, Admiral officials acknowledged, is the cost of each solar cell because of the expensive silicon element. Now about $25 each, the cost conceivably could come down to less than $1 in five years, it was noted.

Tv Set Shipments Hit 4.1 Million in 8 Months

SHIPMENTS of tv receivers to dealers for the first eight months of 1955 totaled 4,155,541, compared with 3,463,871 in the same period last year, Radio-Electronics-Tv Mfrs. Assn. reported last week. In August, there were 605,664 tv sets shipped, compared to 465,160 in July and 466,694 in August 1954. Set shipments for January-August this year were as follows:

State	Total	State	Total
Ala.	74,858	N. J.	131,364
Ariz.	22,438	N. M.	2,223
Ark.	48,121	N. Y.	404,250
Calif.	355,011	N. C.	108,281
Colo.	30,183	N. D.	12,666
Conn.	55,508	Ohio	217,024
Del.	9,214	Okla.	61,268
D. C.	41,295	Ore.	50,524
Fla.	142,577	Pa.	258,647
Ga.	93,462	R. I.	19,171
Idaho	16,575	S. C.	62,200
Ill.	225,409	S. D.	13,700
Ind.	108,790	Tenn.	83,021
Iowa	57,841	Tex.	241,425
Kan.	53,054	Utah	15,092
Ky.	68,022	Vt.	12,318
La.	93,826	Va.	74,779
Me.	30,619	Wash.	71,571
Md.	58,501	W. Va.	44,396
Mass.	114,698	Wis.	88,305
Mich.	168,754	Wyo.	3,893
Minn.	69,291		
Miss.	38,603	U. S. TOTAL	4,139,465
Mo.	109,306	Alaska	5,074
Mont.	11,195	Hawaii	11,002
Neb.	33,633		
Nev.	5,579	GRAND TOTAL	4,155,541
N. H.	14,763		

Ranger Hits Tv Film Sound

CHALLENGING tv film producers to take more time and use better means with which to convey sound over the home tv sets, Col. Richard H. Ranger, president of Ranger-Tone Inc.,

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

Newark, N. J., magnetic tape manufacturer, told the Radio Club of America that "too many sound tracks are the result of eleventh hour rushes."

Speaking at the Club's regular meeting in New York last Thursday, Col. Ranger stressed the "obligation" that tv film producers have to the public of "synchronizing the sound with the picture." He said that although "many sound tracks are excellent, not all are, especially on commercials." The solution, said Col. Ranger, is in fully utilizing optical sound tracks, currently used in regular motion pictures.

RCA Uses Special Lens To Place Color Phosphors

USE by RCA of a specially-designed optical lens that permits precise location of phosphor dots on the face of color tubes was made known at the Conference on Electron Devices sponsored by the Institute of Radio Engineers in Washington last week.

The optical lens permits the simulation of electron beams as they come from a regular tv tube gun so that angles of deflection on the shadow mask can be correlated with the red, green and blue phosphor dots on the face of the color tube itself. This has simplified and speeded production of color tubes, RCA said.

Watts Sees Industrial Tv Topping Electronic Sales

PREDICTION was made last week by W. Walter Watts, executive vice president, electric components, RCA, that in the next few years, industrial television and the smaller "eye-tv" systems will represent a larger dollar volume for the electronics industry than entertainment tv represents today.

Mr. Watts expressed his view at a roundtable meeting of business executives at the New School for Social Research, New York. Mr. Watts, who spoke on "The Changing Design for Industry and Living—Through Electronics," selected industrial tv as one of a number of products and services not on the market 10 years ago that have "high potentialities for future growth."

He also reported that by the end of this year total black-and-white television set purchases by the American public since 1946 may exceed 43 million. He said that a "breakthrough" in color television is now going on, and added that by the end of 1956, color tv will be "a major factor in the electronics industry."

Admiral Corp. Premieres Automation Color Movie

A NEW MOTION PICTURE film on radio-tv set automation techniques was premiered by Admiral Corp. in Chicago and New Orleans last week.

In Chicago Martin Sheridan, Admiral public relations director, noted that his company's system of automation was developed "with private capital." Admiral held a news luncheon Thursday to introduce its new solar-powered transistor radio (see page 90-A) and premiered the color film produced by Atlas Film Corp., Chicago.

Mr. Sheridan addressed the Tulane U. business alumni conference in New Orleans Friday, commending labor for its "intelligent and enlightened approach" to automatic production involving use of printed circuit panels. He described automation as a "highly advanced form of mechanization" and noted the radio-tv industry was slow in gearing for it after some forms had been used in other industries.

TelePrompTer Expands, Reorganizes Personnel

TELEPROMPTER Corp., New York, has completed an expansion program adding new products and services and enlarging and reorganizing the executive staff, according to Irving B. Hahn, TelePrompTer president.

Launched five years ago to manufacture the TelePrompTer, the company has now added a new line of telemation equipment, including rear screen projectors and related equipment. Under the new organization, TelePrompTer National Sales Co. has been merged with the parent company.

In the new executive alignment, Herbert W. Hobler becomes vice president in charge of sales. He formerly was sales manager of the

MR. HOBLER MR. ABRAMS

subsidiary company. Five sales divisions have been established under his direction. They are:

Stations division, headed by Warren Abrams, formerly with CBS and NBC; public speaking and staging division, headed by William Marsh; sales service division, headed by James Blair, formerly in station operation in Washington and New York—Ray Hagen has been named a special sales representative in the sales division; network and film service division, headed by Don Riddell; field offices division, under direct supervision of Mr. Hobler.

MANUFACTURING SHORTS

CBS-Columbia's 1956 line of tv receivers, introduced last week in stores throughout country, features chassis that "tilts-out" for easier and quicker servicing, without need for disassembling entire set. Daniel Newman, CBS director of product services, describes the innovation as "a basic contribution to modern television set design."

Baume Electronic Sales Co., Bethpage, N. Y., appointed sales representative for Panasonic Hi Fi Speakers, manufactured by Matsushita Electric Industries, Japan. Max Baume will handle Panasonic sales in N. Y. metropolitan area.

Magnavox Co., Ft. Wayne, Ind., had 30% increase in sales for first quarter ending Sept. 30, 1955, over same period last year, company reports. Total product-sales for 1955 were $13,300,000 as against $10,300,000 for 1954. Although all Magnavox divisions were reported to have expanded sales since last year, radio-phonograph-television sales showed biggest increase, according to President Frank Freimann.

RCA receiving tube manual *RC-17*, for many years standard reference book for circuit engineers, revised and enlarged to 136 pages in move to "keep abreast of the technological advances in electronics fields," according to RCA Labs spokesman. Revised edition may be obtained for 60 cents by writing to commercial engineering, RCA Tube Div., Harrison, N. J.

General Electric Co., in move attributed to increased cost of materials and manufacturing, last week said it has suggested a $10 increase in the retail price of five of its 43 current tv receivers.

Jerrold Electronics Corp., Philadelphia, declared 10 cent dividend payable Nov. 1 to stockholders of record as of Oct. 24.

MANUFACTURING PEOPLE

Vincent Barreca, president of Canadian Admiral Corp., elected to newly created post of vice president for operations, also director of parent Admiral Corp.

Jack Whiteside, general manager, Simpson Electric Co., Chicago promoted to vice president of parent company, American Gage & Machine Co., in charge of Simpson Electric Div.

Charles Coster, television receiver division, Allen B. DuMont Labs, promoted to assistant sales promotion manager.

Charles McKinney, director of advertising and public relations for Magnecord Inc. (tape recorders), Chicago, assumes additional duties as director of market-merchandising for tape recorder and background music divisions.

Maurice Olfman, appointed factory representative for eastern Canada by Entron Inc. (electronics mfr.), Bladensburg, Md.

Earl Vaught appointed Midwest district manager, Emerson Radio & Phonograph Corp. working from Kirkwood, Mo.

William Vogel, General Electric's receiving tube sub-department, Owensboro, Ky., appointed district commercial engineer, GE tube department, Chicago.

Jerome J. Kahn resigns as technical consultant to trustees of Muntz Tv Inc., Evanston, Ill., concurrent with announcement of reorganization plan for set manufacturer. Founder and for many years head of Standard Transformer Corp., Mr. Kahn is now management consultant and head of new High Fidelity Institute, non-profit organization.

James L. Emaus, replacement sales engineer, Allen B. DuMont Labs, named sales engineering manager of company's cathode-ray tube division. He has been with DuMont more than 10 years.

Alfred H. Corwin, 61, former president of The Radio Distributing Co., Newark, and co-founder and president of Garod Corp., Nutley, N. J. died Oct. 25 at his dairy farm at Long Valley, N. J. Mr. Corwin pioneered in designing and manufacture of radio parts and equipment.

Otto Paschkes, 70, president of Astron Corp., East Newark, N. J. (electronic capacitors), died Oct. 25 at his home in Scarsdale, N. Y. Mr. Paschkes, pioneer radio-electronics manufacturer, organized Polymet Corp. (radio capacitors) prior to World War II, and later became president and chairman of board of Solar Mfg. Corp., North Bergen, N. J.

Roy A. Long, Stanford Research Institute, Menlo Park, Calif., radio systems laboratory engineer, took office Oct. 12 as western vice president, Audio Engineering Society.

Dr. Allen B. DuMont, board chairman, Allen B. DuMont Labs, re-elected commodore of Eastern Cruiser Assn. Dr. DuMont recently captured national high-point championship with his 54-foot craft, *Hurricane III*.

BETTER PROMOTION METHODS ANALYZED

Fourth Annual Promotion-Merchandising-Publicity Clinic of stations represented by NBC Spot Sales is offered suggestion for improved merchandising, promotion and publicity.

SUGGESTIONS on how to penetrate the so-call "gray flannel curtain" of advertising and a presentation on the dynamics and dimensions of television highlighted the luncheon sessions of the Fourth Annual Promotion-Merchandising-Publicity Clinic of stations represented by NBC Spot Sales, held last Monday and Tuesday in the Hotel Plaza, New York.

Nearly 50 persons associated with the promotion, merchandising and publicity activities of the stations participated in informal workshop sessions at which ideas were exchanged and reports made. The luncheon sessions, which presented talks by Halsey V. Barrett, Television Bureau of Advertising account executive, and Jacob Evans, account executive, McCann-Erickson, New York, also were attended by management and sales personnel of the NBC-owned stations and NBC Spot Sales.

Mr. Evans described the "gray flannel curtain" as meaning the problem that station personnel face in directing sales messages to the person who counts at an agency or advertiser. He explained that much waste in direct mail advertising, personal letters and trade advertising could result if messages are aimed at an individual or department which does not make the key decisions.

He pointed out there is no rule-of-thumb that could apply in all cases. On some accounts, he said, the advertiser is involved intimately with advertising policy decisions, while on others, the agency is entrusted with the major load of this responsibility. Even at the agency level, Mr. Evans continued, there is no formula for reaching the policy-making individual, as it varies from agency to agency, with the vice president in charge of sales, the media director or the timebuyer functioning in the key post.

Mr. Evans suggested that the station representative, who becomes acquainted with advertiser and agency personnel, keep stations apprised on the identity of the persons who count. Since there is frequent turnover in advertising personnel, he said, the station representative should notify stations of these changes.

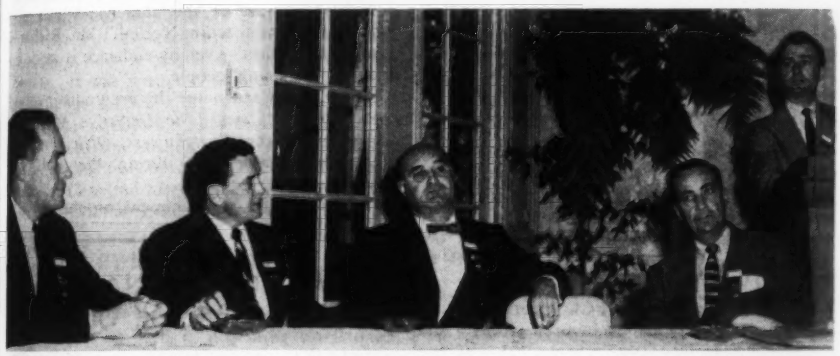
Other recommendations made by Mr. Evans included the sending of information to agencies that will prove valuable and helpful to them, and the selection of the sales tool—personal call, promotion piece, personal letter or trade advertising—that seems most appropriate for a specific project.

Mr. Barrett told the audience that many advertisers are not using television because they still are unaware that tv does not require a million-dollar budget. He pointed out that some of the outstanding American companies, both large and small, are using spot television regularly. He said that prime spot announcement and program time currently is available.

Mr. Barrett said few advertisers realize that tv sponsorship can be "the mainspring of their entire advertising campaign." He said many advertisers are now aware that tv has captured the fancy of the American people in much the same way that the movies, the theatre and "bigtime" radio did in the past.

"Because of the far-reaching power of television, it is my personal belief that to date, no American advertiser has fully used the merchandising potentials of our medium," Mr. Barrett said. "You merchandising men know exactly what I mean, because each day you see how television, properly used and harnessed to merchandising, motivates the consumer and compels him to buy your product. And so I repeat, advertisers have hardly scratched the surface of the merchandising advantages of television."

The workshop sessions of the clinic were closed, but Thomas B. McFadden, vice president of NBC Spot Sales, said they proceeded satisfactorily toward the objective of stimulating plans for the merchandising, promotion and publicity services of NBC Spot Sales.



PRINCIPALS at the Fourth Annual Promotion-Merchandising-Publicity Clinic of NBC Spot Sales as the opening meeting got underway in New York's Hotel Plaza were (l to r): Don Bishop, director of publicity, NBC owned stations; Thomas B. McFadden, vice president of NBC Spot Sales; Max E. Buck, director of merchandising, NBC owned stations; Charles R. Denny, vice president, NBC owned stations and NBC Spot Sales, and Mort Gaffin, manager of new business and promotion, NBC Spot Sales.

Booklet on Tv Sets, Markets Published by Petry Tv Div.

POCKETPIECE, "Tv Set Count and Market Data, County by County," is being published tomorrow (Tuesday) by the tv division of Edward Petry Co., station representation firm, and is being made available to advertisers, agency executives and personnel.

Noting that the booklet contains up-dated tv set figures and related market data on all U. S. counties, Tom Knode, vice president and general manager of Petry television, said the pace of television's growth "calls for sharper evaluation of markets and stations and, in turn, more complete coverage and market data.

"The publication of this pocketpiece is part of an overall expansion of our service facilities. . . . Here, for the first time, the principal market guides, population, families, tv homes and retail sales, have joined in one basic report."

H-R Representatives Inc. Names Mandeville, Cass

ROBERT S. MANDEVILLE, vice president and eastern sales manager of Everett-McKinney Inc., and Calvin S. Cass, Hoag-Blair, have been appointed to the New York sales staff of H-R Representatives Inc.

Mr. Mandeville began his career with NBC and broke into time sales with John H. Perry Assoc., prior to joining Everett-McKinney in Chicago as western sales manager.

Mr. Cass started in print media representation with Burke-Kuipers & Mahoney Inc., and from there went to Adam Young, before joining Hoag-Blair.

Cubs Sign Pact With WIND

WIND Chicago has completed a new three-year agreement with the Chicago Cubs National League ball club for exclusive broadcast rights to all home and road games. The Cubs were expected momentarily to sign a two-year contract with WGN-TV for tv rights to all its home games which will put the Cubs on the same basis as the Chicago White Sox, whose games also are televised by the *Chicago Tribune* station under a three-year agreement. WIND has aired Cubs broadcasts on its independent facilities for the past 12 years.

JOIN

the smart music stations—

USE

STANDARD

SHORTY-TUNES

Monthly releases of 20 current and standard pop tunes— each averaging only... **1¼ Minutes**

This service pays its way every day in better programming, more spots without doubling—The best of current and standard hit tunes are recorded new each month by outstanding talent on pure vinylite 12" 33⅓ RPM discs.

OUTRIGHT BUY—NO CONTRACT

Send for One Month Trial

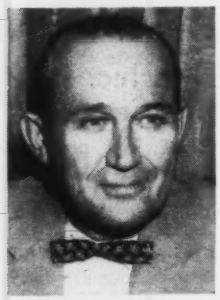
20 TUNES for ONLY $8.50

STANDARD RADIO TRANSCRIPTION SERVICES, INC

360 N. Michigan Ave., Chicago 1, Ill.

WWIL Goes on Air, Appoints Key Personnel

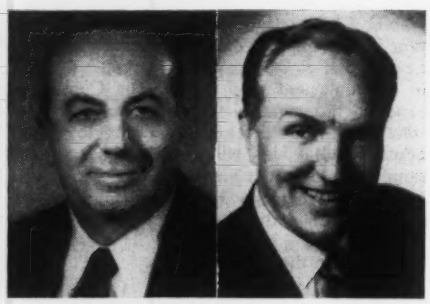
WWIL Ft. Lauderdale, Fla., went on the air Oct. 20 with a format of 20 hours of music and news daily, according to L. A. Benson, president of Missouri Broadcasting Corp., which owns and operates the 1 kw outlet.



MR. BENSON

Mr. Benson, who started WIL St. Louis in 1922, will serve as president-general manager. Nick Pagliara has been named vice president - assistant general manager and Jack Barry is station director.

Mr. Pagliara has been in broadcasting 26 years, the last six with Missouri Broadcasting. Mr. Barry is a veteran of 20 years, most recently with WGBS-TV Miami.



MR. PAGLIARA MR. BARRY

WABD (TV) Goes to College With New Programming Plan

WABD (TV) New York last Friday launched a "campus close-up" operation to bring broadcasters closer to colleges' viewpoint—and vice versa.

The station has chosen representatives from 30 colleges in the metropolitan New York-New Jersey area and has assigned them to the WABD news bureau as "stringers," to cover important campus news events for such programs as *Mike Wallace and the News.* In return, station is presenting a series of eight seminars, covering every aspect of news and public affairs, lasting through the current semester.

Also planned by station's special projects coordinator Betty Freedman, supervising "campus close-up," are rotating work schedules throughout all station departments, and the production of either a 15-minute or half-hour script.

N.Y. CBS Radio Spot Moves

CBS Radio Spot Sales, New York, today (Mon.) is moving to enlarged headquarters at 460 Park Ave. from its former location at 501 Madison Ave. Wendell Campbell, CBS Radio vice president in charge of radio spot sales, announced that during the past year, the department has increased its sales development staff from two to four representatives, and added an additional two account executives to its 12-man sales force. The department also created a new spot sales mail order section, which currently devotes fulltime to mail order advertisers on represented stations.

DISCUSSING the new Certified Audience Plan of WLW Cincinnati are (l to r): Dick Jones, director of client service; John Babcock, *World Now* director; Robert Dunville, president, Crosley Broadcasting Corp., owner of WLW; James Allen, *World Now* director, and James D. Shouse, chairman of board, Crosley.

WILKEY OF KMOX SWITCHING TO TV

CBS has appointed Robert Hyland, assistant general manager and general sales manager of KMOX St. Louis, to the post of general manager succeeding Eugene Wilkey who was named by the network to take charge of details looking toward the establishment of KMOX-TV.

An initial decision by FCC Hearing Examiner Thomas H. Donahue favored CBS for the channel 11 facility [B•T, Sept. 12]. If the Commission concurs in the examiner's decision Mr. Wilkey will become KMOX-TV general manager, the network stated.

Merle S. Jones, vice president of CBS-owned television stations and a former manager of KMOX, pointed out that CBS Television pre-

MR. HYLAND MR. WILKEY

fers to have him now devote his full time to detailed preparation to assure the development of the finest possible television plant and the best possible programming service to St. Louis at the earliest possible date.

Putman of KRLD-AM-TV Dies

AUGUSTUS J. PUTMAN, 58, publicity and promotion director of KRLD-AM-TV Dallas, died Oct. 24 following a short illness. A member of the KRLD staff for eight years, he previously was associated with the advertising department of the *Dallas Times-Herald.*

Mr. Putman is survived by his wife and two daughters.

Certified Audience Plan Offered by WLW Cincinnati

WLW Cincinnati's new programming concept, *The World Now,* slated for a Nov. 6 beginning [B•T, Oct. 24], will also present a new sales plan for sponsors and clients. Known as Certified Audience Plan, it is designed to reach the greatest number of unduplicated homes, according to the station.

CAP guarantees advertisers that their messages will reach customers at a cost of $1.00 or less per thousand. The plan incorporates announcements at various times during the day, with a minimum of three per week and a maximum of fifteen.

WCEM Drops Mutual Strip, Charges Crime Overemphasis

WCEM Cambridge, Md., informed Mutual last week that it was dropping the network's programs in the 8-8:30 p.m. time slot Monday-Friday because, according to WCEM President G. P. Richards, the shows "are not in the best interest of the audience which predominates that listening period." Mr. Richards stated the station's evening audience is made up largely of young people.

WCEM did not name the programs involved but Mutual carries *True Detective Mysteries, Treasury Agent, Gangbusters, Official Detective* and *Counterspy* during the half-hour mentioned.

Mutual made no comment on the WCEM action.

WMAL Stations, NABET Sign 39-Month 'Record' Contract

WMAL-AM-FM-TV Washington and Local 31 of National Assn. of Broadcast Employes & Technicians (NABET-CIO) last week signed a contract which station and union officials believe to be the longest ever put into effect in that region and one of the longest ever signed with the union anywhere.

The agreement, which affects 36 employes of the Evening Star Broadcasting Co. *(Evening Star)* stations, runs for three years and three months. Previous contracts have been in force only for one-year periods, a WMAL spokesman said.

Details of the 39-month contract were not disclosed.

Signing on behalf of WMAL-AM-FM-TV last Thursday were Fred S. Houwink, general manager of the stations, and A. T. Powley, chief engineer. Representing the union were Clifford Gorsuch, NABET regional director, and Stan Egbert, vice president of NABET Local 31. Jack Dennis and Lee Hunter, engineers at the stations, were members of a negotiating committee.

WITI-TV Plans Winter Start

INDEPENDENT TELEVISION Inc. has awarded contracts for tower foundations and ground has been broken in initial steps looking toward operation of WITI-TV Whitefish Bay (Milwaukee), Wis., on ch. 6 late this winter, it was reported by Soren H. Munkhof, vice president and general manager.

The vhf outlet will maintain studios, tower and transmitter in Mequon, north of Milwaukee. WITI-TV will erect a 1,046-ft. tower and operate with 100 kw as a non-network station, stressing top films and local programs. It also will be equipped for colorcasting.

Passage, Mauciono Promoted At KYAK Yakima, Wash.

RICHARD J. PASSAGE, commercial manager, has been named manager of KYAK Yakima, Wash., and Anthony W. Maucione appointed assistant manager-commercial manager, according to Robert S. McCaw, president of the Yakima Broadcasting Corp.

Mr. Passage has been farm director of the Mutual outlet for the past six years and will continue to serve in that capacity in addition to his new duties. Mr. Maucione was formerly news editor and account executive for KYAK, but for the past two years has been manager of KOMB Cottage Grove, Ore.

Other recent additions to the KYAK staff are Hal Shade and Bob Sweezy, account executives.

WJR Program on Conelrad Recorded for U. S. Stations

FEDERAL Civil Defense Administration, through the cooperation of WJR Detroit, has made 3,100 recordings of *No Second Chance* for distribution to all radio stations in the U. S. and territories.

No Second Chance explains Conelrad and illustrates how it works in the civil defense system. It was written and produced by WJR as a public service after civil defense surveys and trade publication editorials indicated an urgent need for further public education as to the meaning of Conelrad. The program simulates a Conelrad alert and an enemy air raid, complete with sound effects.

KOZE Lewiston Starts

KOZE Lewiston, Idaho, music, news and sports station owned by Lewis Clark Broadcasting Co., went on the air Oct. 6, operating on 950 kc, 500 w. Studio location is at 924 Main St., Lewiston; transmitter is in North Lewiston.

KOZE staff appointments include A. Thomas Decker, manager; Reg Roos, assistant manager; Harry Howard, sports-music director; Tom Moeller, chief announcer; Gladys Swank, news editor, and Irene Hutcherson, receptionist.

KOZE is using Associated Press news service.

WHOT Goes on Air

WHOT Youngstown, Ohio, announced last week that it is now on the air on 1570 kc with 250 w. William Fleckenstein is general manager and Lou Skelly is commercial manager. The daytimer is owned by Myron Jones, majority stockholder of the Jet Broadcasting Co., which also owns WJET Erie, Pa.

WRCA-TV Color Offer

PARTICIPATING advertisers on WRCA-TV New York's *Jinx's Diary* (Mon.-Fri., 2:30-3 p.m. EDT), starring Jinx Falkenburg McCrary, will be able to sell their wares via color tv, effective today (Monday). The last ten minutes of each program will be in color. According to WRCA-TV Sales Manager Jay Heitin, advertisers may ask to have their schedules rotated through the period of colorcasting, enabling them to make use of a "laboratory for experimenting with live color."

WBAL-TV Steps Up Color

WBAL-TV Baltimore begins its first daily regularly scheduled local colorcast today (Monday) when *The Homemakers* (10:45-11 a.m. EST) is presented in color. The Monday-Friday program features Mollie Martin and Mary Landis and will also make use of color commercials.

CLARKSON GEMMILL, advertising director of Giant Food Stores, teams up for the third consecutive year with WTOP-TV Washington, Pick Temple, singing cowboy, and his dog, Lady. Witnessing the agreement, calling for an estimated quarter of a million dollars, are George Hartford (seated on left), WTOP-TV vice president, and Robert Maurer of Henry J. Kaufman & Assoc., advertising agency.

Washington Tv's Boost Power

POWER BOOST from 15 kw to 191 kw for KIMA-TV Yakima and its satellite, KEPR-TV Pasco, both Washington, was announced by Thomas C. Bostic, vice president-general manager of Cascade Broadcasting Co. KIMA-TV operates on ch. 29 and KEPR-TV sends its signal on ch. 19.

Intermountain Broadcasting Promotes Shaw, Woolley

APPOINTMENTS of Glenn Shaw, sales director of KDYL Salt Lake City, to general manager of that station and of Harold (Hack) Woolley to sales manager in charge of local and national business of KTVT (TV) Salt Lake City were announced last week. G. Bennett Larson, president and general manager of the Intermountain Broadcasting & Television Corp., (KDYL-AM-FM, KTVT [TV]), said both men will assume their new positions immediately.

Mr. Shaw was chairman of the am radio committee for the NARTB in 1952 and served four years as a board of directors member of NARTB District No. 15.

Mr. Woolley joined the sales staff of KDYL in 1949, then moved into the tv sales picture with the expansion of KDYL-TV, now KTVT.

STATION SHORTS

KWIZ Santa Ana, Calif., launches Alpha Beta Markets on its first saturation campaign with signing of year's contract through Warren P. Felman agency for 134 announcements weekly on Thursdays, Fridays and Saturdays. Station also reports new department store high, with six in fold.

KMTV (TV) Omaha announces purchase of its second color camera, from RCA. Since introducing local color, station has been producing daily color shows.

WTMJ-TV Milwaukee reports that Raymond Spector Co., N. Y. (for Hazel Bishop), is first national agency to take advantage of station's new 30-second spot service. Plan eliminates

MAPS

BROADCASTING

Locates cities with AM & FM radio broadcast stations in United States, possessions and Canada. Printed red and black on durable white stock, measures 22½" x 35". Correct to September 1953.

TELECASTING

Shows TV stations in U.S. and Canada. Network routes over-printed indicating existing and planned coaxial cable, as well as that portion equipped for color. Printed blue and black on white 70lb. stock. Correct to October 1954.

Both maps show county outlines, time zones. Congested markets, enlarged. Especially designed for sales planning, these maps are ideal for presentations, visualizing markets, charting sales territories, costs and volume.

SINGLE COPIES, SUITABLE FOR FRAMING, $1.00.

Quantity prices:

5 copies	$4.50
10 "	8.50
25 "	20.00
50 "	37.50
100 "	70.00

ORDER YOUR MAPS TODAY WITH THIS HANDY FORM

BROADCASTING • TELECASTING 1735 DeSales St., N.W., Washington 6, D.C.

Please send ..... BROADCASTING Maps ..... TELECASTING Maps.

Enclosed $..... Please bill ( )

name .....

company .....

street .....

city ..... zone ..... state .....

double-spotting and time sharing and is confined to breaks between network and important local programs. Spector, which plans survey of 30-second effectiveness, has indicated it wants more long spots when available, WTMJ-TV says.

WKY-AM-TV Oklahoma City promises almost instant coverage of news events, with purchase of two-way microwave relay broadcasting station. Transmitters and receivers to be installed in stations' newsroom and two news trucks.

WICS (TV) Springfield, Ill., participated in Springfield Adv. Club's first advertising clinic Oct. 20, originating its *Four Star Extra* news program from display set up by various media in the city. WICS exhibit included printed material, live tv camera and closed circuit setup.

REPRESENTATIVE PEOPLE

Barbara Chazanow, U. of Missouri School of Journalism graduate, to Chicago office of Burke-Stuart Co., radio-tv representative firm.

Jim McEaneney, Weed & Co. representatives' Detroit office, to N. Y. sales staff, Everett-McKinney Inc., radio-tv representatives.

James C. Dodgson, formerly with WHIO Dayton and KTAR Phoenix in sales capacity, to Hoag-Blair Co., New York, station representatives.

Shirley Hewitt, executive secretary to president and office manager, Blair-Tv, national station representatives, appointed executive assistant.

Thomas B. McFadden, vice president of NBC Spot Sales, father of a boy, Thomas Hutchison, Oct. 21.

STATION PEOPLE

Charlie Powers, account executive KROY Sacramento, Calif., to KBMI Henderson, Nev., as assistant general manager. He will headquarter at general offices in New Frontier Hotel, Las Vegas.

MR. POWERS

Stan Scott, west coast radio personality, appointed manager of WKLX Paris, Ky. Station plans to go on air Nov. 12.

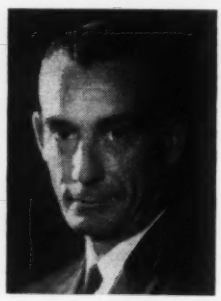
Robyn Weaver, chief announcer, WIRL Peoria, Ill., appointed program director.

Marvin Levey, sales promotion manager, WFDF Flint, Mich., appointed commercial manager.

"KRIZ Phoenix warned me to watch out for pickpockets at the Fair."

Dick Barron to WSJS-TV Winston-Salem, N. C., as promotion manager, succeeding **Jack Abernathy,** resigned to join Board of Christian Education, Presbyterian Church, U. S., Richmond, Va.

Lou Kemper, director, KMBC-TV Kansas City, Mo., named production supervisor of that station. His broadcasting experience dates from 1932 and includes singing, announcing, emceeing and producing.



MR. KEMPER

Randolph S. English, program director, WTRY Troy, N. Y., resigned, completed 15 years with station. He has not announced new plans.

Dick Brown, sales staff, KTRB Modesto, Calif., promoted to commercial manager, succeeding **Lee Roddy,** to KBOX same city as commercial manager and station manager. **Cal Purviance,** KTRB announcer, named program manager replacing **Don Lapan,** resigned.

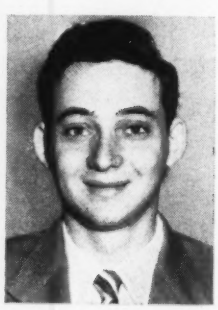
M. D. Hunnicutt, chief engineer, WLOS-TV Asheville, N. C., appointed operating supervisor of WTTW (TV) Chicago, educational tv station now operating on limited test basis.

Robert Durkin, advertising department, Sears, Roebuck & Co., Chicago, to advertising-promotion-merchandising department of WMAQ and WNBQ (TV) Chicago as assistant to Howard W. Coleman, department manager.

Jack Logan, former operations manager of WMAL Washington, to KQV Pittsburgh as morning personality.

Harrison W. H. Eagles, tv news and special events director for Pittsburgh and Florida stations, to XETV (TV) Tiajuana-San Diego as merchandising-promotion manager.

Stanley Reid, WTOP-TV Washington, appointed production manager, to supervise operations and scheduling of directors, assistants and floor directors.



MR. REID

Norman H. Stewart, Chicago radio veteran, to WFAA Dallas sales staff.

Faye Leavitt to WOAI-TV San Antonio as film manager. **Paul Audette,** WOAI-TV technical staff, to CKRS-TV Jonquiere, Que., Canada, as production manager.

Guy Anderson, assistant musical director and librarian, WFAA Dallas, Tex., appointed music director, replacing **Wilbur Ard,** leaving to take over Tarpley Music Co., Pampa, Tex.

Pierre Willis Jr., manufacturing representative and with WEAT West Palm Beach, Fla., from 1951 to 1954, to sales staff, WEAT-TV.

Ruth M. Hoyt, Edward Kletter Assoc. Adv., N. Y., to WTVD (TV) Durham, N. C., publicity-promotion office.

Forrest M. Landon, KFRU Columbia, Mo., to WDBJ-TV Roanoke, Va. news department. **James Durham,** studio engineer, WASL Annapolis, Md., to WDBJ-TV in same capacity.

Jim Russell, Denver, and **Jim Ballas,** Chicago, to KCOW Alliance, Neb., as announcer-operators. **George Vogel,** KCOW sports director, to KIMN Denver as engineer-announcer.

Marc Avery, WONE Dayton, Ohio, personality, to WTVN Columbus, Ohio, for afternoon and evening programs.

Edna Lee Crouch, music librarian, WHB Kansas City, Mo., to KFI Los Angeles in same capacity.

Audrey Knutson, draftsman, Iowa Sate College Atomic Institute, to art department of WCCO-TV Minneapolis-St. Pul.

John Wrisley, disc jockey, WSAV Savannah, Ga., to WIS Columbia, S. C.

Perry Chapman, CBS-Television City Hollywood, named temporary replacement for **Bob Marcus,** film editor, KNXT (TV) Hollywood, resigned.

Bill Goodrich, Spartanburg, S. C., sportscaster, to WSPA-AM-FM-TV that city for sports programs and tv sales.

Wayne Coy, president, Albuquerque Bcstg. Co. (KOB-AM-TV), and former FCC chairman, named to membership on national council of National Planning Assn., Washington. Association is nonprofit organization for planning in agriculture, business, labor and other professions. Council membership is limited to 1,000 business and professional leaders.

Ben Hunter, KFI Los Angeles night personality, elected "Honorary Mayor of Hollywood" for bringing in most money for Hollywood Kiwanis Club Charitable Foundation.

W. Frank Harden, manager, WIST Charlotte, N. C., elected to Mecklenburg Kiwanis Club board of directors.

Irene Wong, KGMB Honolulu secretary, married to Gilbert Kam, Honolulu, Oct. 8. **Stanley Nagao,** KGMB-TV technician, father of boy, Oct. 13.

Bob Wood, sales manager, KNXT (TV) Hollywood, Calif., father of boy, Dennis, Oct. 16.

Albert DeFilippo, office manager, WAVZ New Haven, Conn., father of twin boys, Oct. 17.

Charles R. Tranter, director, WNBF-TV Binghamton, N. Y., to Warren, Pa., as executive vice president, Chamber of Commerce and executive secretary, Community Chest.

John Foster, WWNY-AM-FM-WCNY-TV Watertown-Carthage, N. Y., announcer, to Tappan Stove Co., Mansfield, Ohio, as assistant director of publicity.

All Because of Columbus

AN unidentified Philadelphian received a rude jolt when over 3,000 postcards spilled out of his post office box that were intended for KYW Philadelphia. KYW plugged a Columbus Day salute, asking listeners to send their names to "Columbus Day, Box 1492, KYW Philadelphia" to be eligible to win records by Italian stars and a six-foot pizza pie, which was given away by the Westinghouse station every hour Oct. 12 [B•T, Oct. 17]. The irate holder of box 1492 notified post office officials who in turn called the station. Red-faced station officials changed the address to read "Department 1492."

— PROFESSIONAL SERVICES —

New Magazine Publishes Top Radio-Tv Scripts

NEW monthly publication, *Radio-TV Scripts*, designed to serve as a published record of "radio and television's outstanding program texts in the informative field," began publication last month.

Initial 96-page issue presented digests of Edward R. Murrow's report on smoking and lung cancer (CBS-TV); *A Biography in Sound* program on F. Scott Fitzgerald (NBC Radio); NBC-TV's *Comment* show on the American "turncoat" ex-POW's; WCBS New York's *Let's Find Out* show with Rocky Graziano on juvenile delinquency, and NBC Radio's *Weekend* report on divorce, among others.

Radio-TV Scripts is published by Facts On File Inc., at 119 W. 57th St., New York 19, N. Y. Edward Van Westerborg is publisher. Fred McGee is editor and Lester A. Sobel is senior assistant editor. Test advertising for magazine subscriptions is being conducted on radio only for several weeks, with announcements purchased on WHEN and WFBL Syracuse, WADC Akron, and WAVZ New Haven.

PROFESSIONAL SERVICES SHORTS

Audio-Video Recording Co., N. Y., has instituted new service supplying audio air checks taken anywhere in the U. S. Company notified ad agencies it has established agreements with other recording studios throughout country for tape or disc checks.

WHDH Boston has named Alan (Bud) Brandt Office, N. Y., as public relations counsel. Mr. Brandt, formerly WNEW New York publicity director, also has exclusive radio-tv station contract for New York area with WMGM, Metro-Goldwyn-Mayer station. Other broadcast clients of new firm include Keeshan-Miller Enterprises Inc., packagers of CBS-TV's *Captain Kangaroo*, and CBS-TV's *Morning Show*, latter by arrangement with Louis G. Cowan.

Elgin-American Co., Elgin, Ill., appoints Martin E. Janis & Co. to handle its public relations.

PROFESSIONAL SERVICES PEOPLE

William F. Wetmore Jr. and **Robert B. Yorty** elected junior partners Pierson, Ball & Dowd, Washington law firm.

Hathaway Watson Jr. and **Dwight M. Dernier** admitted to partnership in Booz, Allen & Hamilton, management consultant firm. Mr. Watson headquarters in Chicago and Mr. Dernier in New York.

William G. Hutton, electronics engineer, Goodyear Aircraft Corp., to Carl E. Smith Consulting Radio Engineers, Cleveland. **Lake Giles** to same firm as business manager.

Kenneth R. Darre, member of publicity department, Quaker Oats Co., Chicago, to editorial staff of Harshe-Rotman Inc., public relations firm, same city.

David Knox, Mogge-Privett, L. A., (adv.) to Hi-Droxn Engineering and Sales Co. and Earp-Thomas Digestor Co., same city, as advertising and promotion director.

Kane Lynn, cmdr., U. S. N., to The Ettinger Co., N. Y. office, as account executive for Colgate-Palmolive. He formerly headed pictorial-television branch of office of Chief of Navy Information in Washington, D. C.

Ed Pazdur, formerly editor and promotion manager, Chicago editon of *Tv Guide*, resigned to enter private business in television production, promotion and merchandising.

— AWARDS —

RAB NAMES KBIG AS SEPT. WINNER

Other winners, in addition to the California station, were WAPL Appleton, Wis., and WWKY Winchester, Ky.

SEPTEMBER winners in Radio Advertising Bureau's "Best Sale of the Month" contest, involving a midwest dairy, a southern cooperative and a far-west supermarket, represent "the snowballing trends toward more aggressive heads-up selling at the station level," according to RAB.

Top three winning stations and salesmen for September were, in order of position: KBIG Hollywood, Calif., Philip Dexheimer; WAPL Appleton, Wis., Connie Forster, and WWKY Winchester, Ky., Tom Wade.

In what was termed the biggest spot announcement schedule in KBIG's history, Mr. Dexheimer sold a 52-week contract to McDaniel's supermarkets chain, Vernon, Calif., calling for 60 weekly spots, over 3,000 per year. According to KBIG, the eight-store two-county chain plunged heavily into this schedule after seeing what a 100-spot campaign could do for one of its new stores in Oxnard.

After a test run of 13 weeks in Appleton of the "Morning Glory Mystery Tune," designed to build home deliveries for Morning Glory dairy products, Miss Forster of WAPL signed Consolidated Badger Co-Operative, West De Pere, Wis., to a 52-week contract calling for 14 shows a week. Within eight weeks of being on the air, "Mystery Tune" pepped up dairy sales in the Appleton area to such a point the sponsor reported that it was "well into the black, with retail distribution at an all-time high and increased home subscriptions." Final results: the client increased WAPL's appropriation by 50%, cut the length of the show to allow for additional programs and now sponsors 12 programs *daily* (or) 84 a week.

By convincing the Southern States Cooperative, a farm supply firm, that its previously allocated-to-newspapers-only budget could best be spent on 15-minute local shows, WWKY salesman Tom Wade managed to sell the prospective client a 52-week contract with the station. Stressing the effectiveness of reaching four areas with four different stations at the lowest cost per farm family, Mr. Wade gained the contract.

FUND OFFERS $40,000 IN TV PROGRAM CONTEST

THREE PRIZES totaling $40,000 will be awarded by the Fund for the Republic to tv programs which in 1956 handle the themes of liberty and freedom "with the greatest distinction, taste and effectiveness."

The fund is a non-profit organization devoted to "advancing the understanding and discussion of civil liberties as stated in the Constitution and the Bill of Rights."

The judges — broadway producer Kermit Bloomgarden; publisher Gardner Cowles; Ex-Gov. Alf M. Landon of Kansas; author-critic Gilbert Seldes; Mrs. Eleanor Roosevelt; New York attorney Harrison Tweed; managing director Robert M. Purcell of KEYD-TV Minneapolis, and Dr. Buell G. Gallagher, president, City College of New York—will consider any tv program aired by any station in the U. S. or its territories, between Oct. 1, 1955, and May 31, 1956. Programs based on scripts previously judged by the fund in its recent tv script competition are uneligible.

The general public is also invited to submit nominations which must be in the fund's hands by no later than May 31 next year. The address is: Television Awards, The Fund for the Republic Inc., 60 East 42d St., New York 17, N.Y.

The cash awards ($15,000 for the best network documentary, $15,000 for the best network drama and $10,000 for the best production of either type by an independent station) will be shared by the producer, director and writer of the winning programs on a basis as yet undetermined. Should the programs be non-sustaining, the sponsors as well as the stations or network, will receive plaques signifying their achievements. Citations also will be awarded to those programs which treat civil liberty themes with skill "but below the prize winning category."

A screening system from coast to coast will be established and kinescopes (network programs, at least) as well as scripts must be available at the jury's call.

According to the fund, the purpose of the awards "is to encourage the tv industry when it devotes some of its resources and talents to pressing issues of civil liberties. These include racial and religious discrimination, loyalty-security problems and that great complex of freedoms guaranteed in our Bill of Rights."

The announcement defined, for purposes of the competition, "documentary" as "a program treating actual events, current or historical, in either dramatic or 'news' format." The term "drama" was defined as "using a dramatic format and treating [its] subject material fictionally."

SKYLINE GROUP DISCOUNTS

most viewers per $

SALT LAKE CITY KDYL-KTVT
DENVER KLZ AM-TV
ALBUQUERQUE KOB AM-TV
SKYLINE GROUP, RADIO-TV
Covering the Uranium
Triangle—Colorado, Utah, New Mexico
J. I. MEYERSON 3432 RCA BLDG. N. Y.
THE KATZ AGENCY - BRANHAM CO.

Cerf Named Chairman Of Peabody Awards Board

BENNETT CERF, publisher-author, columnist and panelist on CBS-TV's *What's My Line?*, has been appointed chairman of the George Foster Peabody Radio & Tv Awards Advisory Board, which selects winners of the annual Peabody Awards. The appointment was announced by Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia, which administers the awards.

MR. CERF

Mr. Cerf succeeds Edward Weeks, editor of the *Atlantic Monthly*, Boston, who has served as chairman since the creation of the Peabody Awards in 1940. Mr. Weeks will continue on the advisory board.

The awards, established to honor the memory of Georgia-born banker-philanthropist George Foster Peabody, are designed to recognize radio-tv achievement in six categories: (1) news (reporting, interpretation and/or commentary); (2) entertainment; (3) education; (4) youth or children's programs; (5) promotion of international understanding, and (6) public service.

An announcement pamphlet on 1955 awards, together with the official entrance form is being mailed to radio-tv networks and stations. Entries may be submitted by any person or organization. Closing date for 1955 entries (programs for the current year) is Jan. 10, 1956.

Nominations Being Accepted For Radio-Tv duPont Awards

MEMBERS of the radio-tv industry and the general public are invited to submit nominations for the 12th annual awards of the Alfred I. duPont Awards Foundation, given next spring.

O. W. Riegel, curator of the foundation and director of the Lee Memorial Journalism Foundation, Washington and Lee U., said three awards—large power stations, small power stations and news commentator—will be given for outstanding radio and television performance in the public interest. Nominations will be accepted through Dec. 31 and should be addressed to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee U., Lexington, Va.

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION

Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE
CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

RCA Report Wins Award

RCA'S 1954 annual report to its stockholders was cited last week as the "best in the merchandising and services classification" of *Financial World's* 15th annual awards survey of stockholder reports.

The 48-page booklet (describing RCA's largest business volume in its 35-year history) was selected from a total of 1,895 Merit winning awards for its "attractive presentation, its ability to hold interest, inspire confidence in management, and adequate selection of current and background statistics."

Accepting the "Silver Oscar" for RCA at the award-winners banquet held last Monday in New York, was Executive Vice Pres. Dr. E. W. Engstrom.

AWARD SHORTS

Frank A. Arnold, NBC radio director of development from 1926-1932, honored Oct. 26 by Radio Pioneers Club in New York. Presenting Mr. Arnold with plaque citing his contribution to field of broadcasting was William S. Hedges, NBC Radio's vice president in charge of integrated services and chairman of RPC awards committee.

WNBK (TV) Cleveland, Ohio, took first prize in public transportation car-card category at Art Directors Club of Cleveland seventh Annual Awards luncheon. Winning entry was card promoting film series, *Ramar of the Jungle* showing elephants silhouetted against stylized jungle background, conceived by Morris Wattenberg, advertising-promotion manager of WTAM-WNBK.

Robert Blanchard, graphic art director, WDSU Bcstg. Corp. (WDSU-AM-FM-TV New Orleans), awarded first prize for designing and drawing best domestic poster produced in U. S. during 1955. Certificate is to be presented in Chicago today (Mon.) at awards luncheon of National Assn. of Travel Organizations.

Lawrence H. Rogers II, vice president-general manager, WSAZ-AM-TV Huntington, W. Va., cited for work organizing annual United Fund appeal.

KLZ-TV Denver President-General Manager Hugh B. Terry accepted special award of merit Oct. 18 from Denver Community Chest-United Fund campaign for station's pre-campaign volunteer training telecast "Red Feather School House."

Charles W. Purcell Jr., WMAR-TV motion picture cameraman, awarded $200 first prize in Bay Belle Vacation Photo Contest sponsored by Wilson Excursion Line.

Chester S. Miller, WVPO Stroudsburg, Pa., manager, recently received Regimental Commander's Certificate of Merit from Col. Fred R. Evans, commander of 109th Infantry Regiment. He was cited with 11 others, both military and civilian, for services in support of military operations in Stroudsburg flood emergency. WVPO withdrew all advertising for several days after the flood to relay official and personal messages to workers, agencies and disaster victims.

Harriet Pressly, WPTF Raleigh, N. C., director of women's activities, received Treasury Department's highest volunteer award, the "President's Prayer", for "untiring and consistent efforts" in U. S. savings bonds promotion.

Sam Balter, KLAC Los Angeles sports commentator, cited by George Washington Carver Memorial Institute for stories about Little Leagues.

SOUTH AFRICANS FAVOR RADIO AS NEWS MEDIUM

Gideon Roos, director of South African Broadcasting Corp., says that people of his republic depend on radio for news and educational information.

RADIO is the principle means of mass communication of news and educational information in the vast Union of South Africa, which encompasses almost 500,000 square miles and is inhabited by more than 13 million people.

This commentary on radio was provided to B•T last week by Gideon Roos, director-general of the South African Broadcasting Corp., who was visiting New York on a survey of television programming and operations. Mr. Roos stressed that tv is not an immediate consideration in South Africa, but may be launched in the next five years.

Radio covers the entire republic through the use of three networks, two non-commercial and one commercial, each composed of 14 stations located throughout the republic. The commercial network, called the Springbok Network, began operations in 1950, and broadcasts only in English. The two other networks present programs in English and Afrikaans (Dutch with French influence), plus occasional shows in the native Bantu languages.

Advertising on radio is exclusively by international firms which have branches in South Africa, Mr. Roos said, with local advertisers using the newspapers. In 1954, the billings of the commercial network amounted to almost $2 million, exclusive of agency commissions.

There are some 800,000 radio homes in South Africa, according to Mr. Roos, with each home paying a license fee of from $3-5 a year. He described the three networks as comprising "a public-owned operation organized by government statute but receiving no financial support from the government." Funds derived from advertising and from licenses, he added, are put into a common pool and are used to support the three networks.

The programming, he said, is similar to that in the U. S., including news, documentaries, "soap operas" music and dramatic shows. From 50-60% of the programming, Mr. Roos continued, is now produced in South Africa, and the remainder consists of recorded shows from the U. S., Great Britain and Australia.

"Because of the enormous area that South Africa covers," Mr. Roos pointed out, "the newspapers cannot serve as a means of conveying news and other information rapidly. It is to the radio that the South Africans turn to keep abreast of news developments throughout the world."

Selling Outlook Outlined For Canadian Agencies

ADVERTISING still has a big job to do to sell Canadians a wide range of Canadian-made products to raise their standards of living, Robert Winter, Canadian Minister of Public Works, told the 50th annual meeting of the Canadian Advertising Agencies Assn. at Montreal on Oct. 20.

He told the meeting that half of the Canadian housewives have yet to buy vacuum cleaners. He reported that half the homes of Canada have yet to buy heating units and presently depend on surplus heat from stoves and the warmth of space heaters. Half the Canadian households have yet to buy their first car and there is a

growing number of families that could use a second or even, in some cases, a third car.

Mr. Winter said that 40% of Canadian homes are waiting to buy either a bathtub or a shower, that half the Canadian farm households are without electricity and the myriad of appliances that go with it. "This great domestic market is open for development," he said. "The way ahead is to develop a steady increase in consumption to help absorb usefully the output of our growing production potential. This direction is your greatest opportunity. Business and industry are becoming more sales-minded. When a lot of people buy more of everything, then big things begin to happen. You and your clients have a heavy job ahead of you if Canadians are to maintain and improve present standards of living.

"Advertising merits a position in the Canadian national economy somewhat akin to the production assembly lines. Mass production has had far-reaching consequences upon business methods and traditions. Today more than half of our labor force is engaged in producing goods or services that did not exist at the beginning of this century, including automobiles, radio, television, new fabrics, new metals, the new wonder drugs and aviation with its related industries. Mass production, with all its benefits to the consumer, poses new problems.

"Our American neighbors are currently spending more than three times as much per person as we are on advertising, and are being urged under the impetus of keen competition to spend even more. Basically the same problem confronts both countries: The more you produce the more you have to sell; and to sell a product it is normally necessary to advertise it. There is, therefore, a great field before you.

"Sometimes advertising, even when it seems to irritate, gets across its message and pays off. On radio and television we are often resentful of having an interesting program interrupted to tell us about a ready cure for all our ills. Yet the purchase of radio and television receivers by the public is curving upwards. I do not need to tell you, of all people, of the effectiveness of radio and television as a means of communicating a message."

Rechnitzer Heads Canadians

EINAR V. RECHNITZER, president of MacLaren Advertising Ltd., Toronto, was elected president of Canadian Assn. of Advertising Agencies at annual meeting in Montreal Oct. 20. He succeeds G. C. Hammond, vice president of Cockfield Brown & Co. Ltd., Montreal. Elected vice presidents were Elton Johnson, president of Locke Johnson & Co., Toronto, and D. E. Longmore, president of McKim Advertising Ltd., Montreal. W. H. Reid, vice president of Spitzer & Mills Ltd., Toronto, was elected secretary-treasurer.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Blackwell Named to Head Fremantle London Office

APPOINTMENT of Lane Blackwell, chief of production and program administration for Radio Free Europe since 1950, as head of the London office of Fremantle Overseas Radio & Tv Inc. was announced last week by Paul Talbot, Fremantle president.

Mr. Blackwell assumes direction of FORTV's second wholly owned and operated overseas office. The other has been in operation in Mexico City for more than two years. In other areas, the company works through associates and agents.

Mr. Talbot also announced that the new London office already completed two sales. One was to the BBC covering 39 programs of the *Movie Museum* series and the other was to Associated Rediffusion, new British commercial service, consisting of a package of cartoons.

CKCO-TV Builds New Tower

CKCO-TV Kitchener, Ont., has completed construction of a new 680 ft. tower and now is mounting an eight bay GE antenna. When the new installation is put into service, power will be boosted from 29 kw to 54 kw. The ch. 13 outlet now is transmitting from a 230 ft. tower and three bay antenna.

INTERNATIONAL SHORTS

CKGN-TV North Bay, Ont., ch. 10, has released its first rate card, effective December 1. Class A rates start at $160 an hour, $35 for one-minute spot announcement. Station announces it is not owned by or affiliated with any other advertising media. Owner is Ted-Ad Co. Ltd., 491 Worthington St. East, North Bay. Russ J. Eastcott is general manager and Paul Mulvihill & Co., Toronto and Montreal, is exclusive representative. Station will have 51.5 kw video and 27.75 kw audio power with antenna 459 ft. above basic terrain. It will be connected with CBC Tv Network.

INTERNATIONAL PEOPLE

F. R. Halbed, representative at Toronto of CBS International Service, to assist supervisor of outside broadcast and special events for CBS at Toronto. **A. K. Morrow,** supervisor of farm and fisheries broadcast department of CBC at Ottawa, named coordinator of radio at CBC Ottawa headquarters.

Bob Lee, formerly manager of CHUM Toronto, to assistant supervisor of radio and television of Young & Rubicam Ltd., Toronto.

John Holden, son of Waldo Holden, commercial manager of CFRB Toronto, to radio-tv director of Locke Johnson & Co. Ltd., Toronto.

Robert F. Tait, manager of program division of All-Canada Radio Facilities Ltd., Toronto, to western supervisor for radio and tv at Winnipeg offices of All-Canada organization. **Dana S. Murray,** program division, All-Canada Radio Facilities, named manager of program division at Toronto.

Bert Cannings, news director, CKWX Vancouver, to same position at CFCF Montreal.

Arch Ferrie, CJOY Guelph, Ont., to sales manager of CFJB Brampton, Ont.

IN PUBLIC INTEREST

AD COUNCIL STARTS ENLISTING TV SHOWS

Campaign to get advertisers to use public service announcements on network programs concentrates on film series.

THE ADVERTISING COUNCIL has launched its campaign to enlist the cooperation of every nighttime network tv program in support of its public service drives and reported that out of 51 advertisers involved in sponsorship of Class A time film shows, 28 already have told the Council that they would try to mention the projects in their shows.

These are: Borden, Colgate-Palmolive, Eastman-Kodak, Procter & Gamble, Campbell Soup, American Tobacco, Quaker Oats, Singer Sewing Machine, Lever Bros., B. F. Goodrich, Schlitz Brewing, Dodge Div. of Chrysler, General Foods, R. J. Reynolds Tobacco, General Electric, Carnation, DuPont, Liggett & Myers Tobacco, American Dairy Assn., Reynolds Metals, Brown & Williamson Tobacco, Bristol-Myers, International Harvester, Derby Foods, Scott Paper, American Motors, Simoniz and Ford Motor.

This campaign, according to Edwin W. Ebel, marketing vice president of General Foods and chairman of the Council's radio and tv committee, was geared especially to film programs since most of the live television programs on the networks already support the Council's public service campaigns regularly.

However, the Council has stepped up its

BMI
Television Sketchbook
(A Program Aid)
Timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.
The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety programs or as scene-setting segments.
There are dozens of ways in which you can adapt the BMI Sketchbook to advantage.
A Monthly BMI TV Service
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Groundwork

A KICKOFF show on behalf of the United Appeal campaign without any funds being raised might sound like a dismal failure on the surface. But down Charlotte, N. C., way it's heralded as a great success. The show, produced by WBTV (TV) there in cooperation with all Charlotte radio stations, was designed to lay groundwork for the 1956 United Appeal drive. Local and national personalities joined with the stations in the 2½-hour kickoff program which was credited by a United Appeal official with producing "the greatest interest ever" created for the organization. Donating choice evening time (7:30-10) were WAYS, WBT, WIST and WSOC. Daytime-only stations WGIV and WWOK also helped to promote the show and used taped portions during the week.

efforts to get help because of the increased number of live shows going on film. (Mr. Ebel reported that out of the 51 advertisers contacted, seven declined because of technical difficulties; 16 have as yet made no reply one way or the other.)

As part of the Council's radio and television allocation plan, each advertiser sponsoring a filmed tv program is asked to select seven of the "Big 10" campaigns for scheduling a message every sixth week during the forthcoming "seasons." According to Mr. Ebel, the Council has suggested two means by which to circumvent the otherwise troublesome technicalities, currently preventing full cooperation.

Used in past years by General Foods, the first is to edit the film weeks in advance to allow room for a 20-second film spot provided gratis by the Council to the advertiser. The second alternative is to tack on brief closing messages, arranged for by the advertiser and edited into the film during the actual season.

Of the 28 advertisers signed, Mr. Ebel said that they are "involved in more than 35 network filmed series that have a total weekly circulation of more than 200 million tv home impressions."

Reporting to the Council's board of directors last week, Gordon C. Kinney, radio-tv director, said: "Traditionally, The Advertising Council's forte in the field of public service and broadcasting has been its ability to guarantee to important campaigns regular help from America's large coast-to-coast, top-rated, big audience network programs." Mr. Kinney also pointed out the Council's prime means of effectiveness; its members' participation in nighttime schedules, virtually sold out this season, "when sets-in-use are highest, ratings are highest, and number of persons-per-set is highest."

Among the industry leaders backing this current drive are radio-tv committee board members Felix W. Coste, vice prsident, Coca-Cola; Chris J. Witting, president, Westinghouse Broadcasting; Thomas D'Arcy Brophy, board chairman, Kenyon & Eckhardt Inc.; Sylvester L. Weaver Jr., president, NBC, and Harold E. Fellows, chairman and president, NARTB.

The Council's "Big 10" campaigns for this season are: Highway Safety, Better Schools, Forest Fires, Crusade for Freedom, U. S. Savings Bonds, Community Chests and United Funds, Air Force Ground Observer Corps, Church Attendance, Action (neighborhood improvement), and the American Red Cross.

Eighteen Added to Polio Radio-Tv Funds Campaign

EIGHTEEN people from the radio-tv industry have joined the augmented radio, television and motion picture department of the National Foundation for Infantile Paralysis in order to handle a stepped-up air promotion drive for the 1956 campaign.

Department Director Howard J. London said last week that with a goal of $47,600,000 to be reached between Jan. 3-31, he has placed 15 people with the New York office, two on the Hollywood staff and one in Chicago.

Additions to the regular New York staff, consisting of former script editor Charles C. Bennett and ex-advertising executive Ed Franck are:

Joseph N. Walsh, former RKO Pictures writer-director; Harold Young, president of Young Tv Productions Inc.; Harry Middleton, freelance screen writer; John McMillin, formerly with the Compton and Maxon agencies; David Wear, writer-editor for Universal and Warner Bros.; Saunders J. Thomas, former tv director for NBC and CBS; Virginia Allison, film and promotion writer for WCBS-TV New York; Edward Gilmore, freelance writer; Melina Palmer, J. Walter Thompson Inc. copywriter; Yale Shafer, former radio-tv copy chief for Frank B. Sawdon Inc.; Jim Shean, playwright; Marshall Nead, radio writer; Edward Kenner, former copywriter with Maxon Inc., and John D. McTigue, former NBC Radio publicity director.

Working out of Hollywood are John Swallow, former NBC west coast program manager, and Jane Lait. Chicago radio and tv activities of the campaign will be serviced by Jack Fisher of M. M. Fisher Assoc.

CBS Helps

SPECIAL half-hour tv program has been filmed at CBS Television City in Hollywood for the National Society for Retarded Children as part of its promotion of National Retarded Children's Week, Nov. 12-23, according to CBS-TV. Program, with Jack Benny (national honorary chairman of the society) as master of ceremonies and featuring a number of network stars, will be offered to local tv stations for individual broadcast. Stars and the production staff donated their services while CBS-TV lent its production facilities.

Thompson Co. Volunteers

J. WALTER THOMPSON Co., New York, has agreed to serve as the volunteer advertising agency for the 1955-56 Crusade for Freedom campaign of The Advertising Council, according to Allan Brown, vice president of the Bakelite Co., subsidiary of Union Carbide & Carbon Corp., volunteer coordinator for the campaign.

Crusade for Freedom campaign, the sixth the Council has conducted for the activities of Radio Free Europe and the Free Europe press, gets underway January and February, when public donations will be urged through all media.

'Religion' Material to Stations

TELEVISION kits and radio facts sheets have been distributed to stations and networks by The Advertising Council on behalf of the seventh annual Religion in American Life campaign.

J. Walter Thompson Co. has prepared the materials on this year's project, as it has for the past six years. The Jam Handy Organization contributed film spots for the tv kit. Robert W. Boggs, manager of advertising, Linde Air Products Co., is the volunteer coordinator.

HAROLD C. LUND (l), general manager of KDKA-TV Pittsburgh, and John B. Nicklas Jr., chairman of the Cerebral Palsy campaign, receive congratulations from Lt. Rip Masters (James Brown), star of ABC-TV's *Rin Tin Tin* series, following KDKA-TV's 14-hour telethon which raised over $100,000 on behalf of the CP drive. Among other stars participating were Polly Bergen, Bill Cullen, Fred Waring and James Melton.

GATES
HI-WATTER SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

PROGRAMS & PROMOTIONS

WNEW TELESCOPES HISTORY

WNEW New York Oct. 23 undertook to telescope 150,000 hours of history into a special 90-minute program. With actors Melvyn Douglas and Michael Redgrave narrating, WNEW's "This Is the U.N.—It's Actual Voices: 1950-55" was to trace the history of the U.N. from its entry into the Korean War on June 23, 1950. The program was put together by the station and the U.N. Dept. of Information, and is to be rebroadcast by the Voice of America and U.N. radio.

WPTZ (TV) HAILS HALLOWEEN

HALLOWEEN got an early start on WPTZ (TV) Philadelphia with *"Fun House* Halloween Parties" promotion begun Oct. 18. Ed Wallis, station promotion-publicity manager, started long ago booking *Fun House* host Pete Boyle for department store and community center appearances through a four-state area, each visit heralded by full-page newspaper ads, tabloid sections and window display, stipulated by WPTZ. On his show Mr. Boyle promoted Halloween fun and discouraged vandalism.

STATIONS COVER DOPE RAIDS

PHILADELPHIA stations rode with police and federal agents Oct. 19 on the largest dope crackdown in city's history, documenting dramatic accounts of arrests and interrogations. WFIL-AM-TV featured a special 15-minute radiocast the afternoon of the 19th with tape integrations, and film scenes on evening telecasts. KYW aired a special documentary, "Raid Three" (Philadelphia's third raid in 10 months). Broadcast recordings included, besides arrests and questioning, interviews with top officials and undercover agents and pre-raid briefings of more than 175 police and federal agents participating in raids.

MBS TO EXPAND CD SHOW

MBS' *This Is Civil Defense* (Tues., 9:15-9:30 p.m. EDT) will be expanded into a 30-minute documentary drama "after the first of the year as the initial phase in Mutual's expansion plans," according to a network spokesman. The programs, presented by MBS in cooperation with the Federal Civil Defense Administration, will consist of 25-minute documentary dramas. The final five minutes of each show will make use of the full 560-station MBS facilities for on-the-spot news reports and eye-witness accounts of CD activities. Date and time of the expanded series have not been announced.

FLASHES QUAKE IN 13 SECONDS

THE Oct. 23 earthquake in the San Francisco area received quick recognition from KPIX (TV), Westinghouse station there. Bill Hillman, staff announcer, pressed the interruption switch at 8:11.00 p.m. during the CBS Ed Sullivan kine, bringing on a "news flash" slide. "It's 8:11," he said, when he felt the studio tremble. "An earthquake has just hit. It appears to be of more than moderate intensity." Official time of the tremor's start was 8:10.47 p.m.

WIP SCORES HOLDUP SCOOP

WIP PHILADELPHIA Special Events Director Sam Serota claims city scoop Oct. 18 when his station broadcast news of an attempted holdup within minutes after it took place at the Broad St. Bank & Trust Co. Station made tapes for followup broadcasts after initial airing.

AIR FAIRS EVERYWHERE

RADIO and tv continue to broaden audience horizons with autumn fair promotions. WCAU Philadelphia takes its shows on the road to the Mid-Atlantic Farm and Home Show Nov. 3 for the most extensive local operation ever originated from Atlantic City, N. J., by a Philadelphia station, it says. Live tv shows and a "See Yourself on Tv" feature by KOTV (TV) Tulsa at the Tulsa State Fair earlier this month drew more than 70,000 visitors to the station's remote studio. WSTV-TV Steubenville, Ohio, staged a "guess-the-weight-of-our-tower" contest at its Belmont County Fair booth. Guessers from 54 cities and villages in three states turned up. WSPA Spartanburg, S. C., turned its fair coverage to advantage with a Huffy Radiobike contest which brought 25,000 visitors from 47 cities and eight states to the station booth. WHAS Louisville, Ky., got credit from officials of Shelby County Tobacco Festival for drawing record crowds. The station did more than three hours of live broadcasting from County Court House square.

GET TOGETHER FOR COLOR

SPECIAL colorcast of CBS-TV's *Ford Star Jubilee,* with Mary Martin and Noel Coward, was viewed Oct. 22 by over 35 Ford dealers, their families and guests from southeastern Wisconsin and Ford factory and agency representatives at the special invitation of WXIX (TV) Milwaukee. Sets were supplied by CBS-Columbia of Milwaukee distributor as part of a joint celebration by distributor and WXIX of "CBS Week." All media were utilized for the campaign, which ended Oct. 29.

MBS NEWSMAN STARTS SERIES

MBS' Miami news bureau chief, John Price, has inaugurated a new series of commentaries (Sun., 5:55-6 p.m. EDT) that is "based on private sources available to him throughout the world." Programs are sponsored by Aqua-filter Corp. through L. H. Hartman Inc., N. Y.

WCPO UPDATES 18TH CENTURY

CINCINNATI heard an unusual mingling of the old and new early this month when WCPO carried microphones into an 18th century English townhouse. Jack Fogarty sat at a gilt, marble-top table in front of Romney and Reynolds paintings to give his regular newscast in the library of Lord Aberdeen's London home. The house, now part of an art tour, had been reassembled in the Cincinnati Art Museum.

FOR THE RECORD

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS

Coos Bay, Ore.—KOOS Inc., uhf ch. 16 (482-488 mc); ERP 20.5 kw vis., 11.6 kw aur.; ant. height above average terrain 836 ft., above ground 503 ft. Estimated construction cost $155,655.49, first year operating cost $125,409, revenue $140,000. Post office address Hall Bldg., Coos Bay. Studio and trans. location Coos Bay. Geographic coordinates 43° 23′ 33″ N. Lat., 124° 09′ 42″ W. Long. Trans. DuMont, ant. RCA Legal counsel John P. Hearne, San Francisco, Calif. Consulting engineer A. D. Ring & Co., Washington, D. C. Principals are Pres. **Sheldon F. Sackett** (95%), principal owner **KOOS Coos Bay, KROW Oakland, Calif., KVAN-AM-TV Vancouver, Wash.,** Sec. **Willard W. McInturff** (no stock), attorney, Vice Pres. **Mercedes Prosser Young** (no stock), sec.-dir. **KROW,** and **Estate of Fred F. Chitty** (5%), 5% owner **KVAN-AM-TV.** Filed Oct. 26.

Provo, Utah—Beehive Telecasting Corp., vhf ch. 11 (198-204 mc); ERP 3.029 kw vis., 1.514 kw aur.; ant. height above average terrain 414 ft., above ground 337 ft. Estimated constuction cost $64,780, first year operating cost $96,000, revenue $120,000. Post office address Box 583, Provo. Studio location Provo. Trans. location Orem, Utah. Geographic coordinates 40° 16′ 50″ N. Lat., 111° 40′ 46″W. Long. Trans. DuMont, ant. RCA. Legal counsel Rawlings, Wallace, Robert & Black, Salt Lake City. Consulting engineer Earl T. Paulson, Northridge, Calif. Principals are Pres. **Samuel B. Nissley** (24%), steel plant supervisor, Vice Pres. **Arthur R. Riley** (1%), building contractor, Sec.-Treas. **Jeanette C. Nissley** (2%), employe of **KEYY Provo, Robert W. Hughes** (20%), attorney, and **James W. Nixon** (1%), physician. Filed Oct. 25.

Ponce, Puerto Rico—George A. Mayoral & William Cortada, vhf ch. 7 (174-180 mc); ERP 1.408 kw vis., 704 w aur.; ant. height above average terrain 199 ft., above ground 71 ft. Estimated construction cost $56,100, first year operating cost $67,200 revenue $90,000. Post Office address WJMR-TV New Orleans, La. Studio and trans. location Ponce. Geographic coordinates 18° 01′ 20″ N. Lat., 66° 37′ 36″ W. Long. Trans. RCA, ant. GE. Legal counsel Owens, Levy & Voelker, New Orleans. Consulting engineer J. S. Petrik, New Orleans. Principals are equal partners William Cortada, former 35% owner of **WJMR-TV** and George A. Mayoral, executive vice president **WJMR-AM-TV, WRCM-FM, New Orleans.** Filed Oct. 20.

PETITIONS

Deintermixture — Uhf Industry Coordinating Committee petitions FCC for institution of rule making proceedings looking towards overall review of Commission's allocation plan and requesting Commission to take no action where effect of such action would worsen or aggravate intermixture of uhf and vhf stations, thereby rendering moot many pending petitions for deintermixture. Filed Oct. 17; announced Oct. 21.

Cartter, Ill.—Sarkes Tarzian Inc. petitions FCC to amend Sec. 3.606 so as to allocate ch. 13 to Cartter. Filed Oct. 19; announced Oct. 21.

Philadelphia, Pa.—Ajax Enterprises (Herbert Mayer) petitions FCC to amend Sec. 3.606 so as to

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois RA 6-3688

Station Authorizations, Applications

(As Compiled by B • T)

October 20 through October 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of September 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,757	521	144
Cps on air	14	17	†329
Cps not on air	113	17	108
Total on air	2,771	538	473
Total authorized	2,884	555	581
Applications in hearing	150	2	169
New station requests	219	7	28
New station bids in hearing	95	0	112
Facilities change requests	143	6	38
Total applications pending	727	131	256
Licenses deleted in Sept.	0	5	0
Cps deleted in Sept.	2	0	3

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Oct. 26

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,769	2,767	175	259	154
Fm	540	253	41	14	3

Tv Summary Through Oct. 26

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	292	314	606[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	334	103	437
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	960	337	758	538	1,297[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,020	337	790	566	1,357[5]

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 640 already granted.

establish deintermixture in city of Philadelphia by placing all channels in uhf band. Filed Oct. 14; announced Oct. 21.

APPLICATION AMENDED

Memphis, Tenn.—Memphis Community Television Foundation amends application for new tv to add financial and legal data, change officers and trustees, change ERP to 26.82 kw vis., 13.41 kw aur., change trans. location to 7192 Raleigh-La Grange Rd., 13 miles east of business district, near Memphis, change ant. height above average terrain to 648 ft. and make other minor equipment changes. Amended Oct. 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WSAV-TV Savannah, Ga.—Granted ERP of 32.4 kw vis., 16.2 kw aur. with ant. height 370 ft. above average terrain. Approved Oct. 21.

KPIC (TV) Roseburg, Ore.—Granted 5.37 kw vis., 2.69 kw aur. with ant. 1,000 ft. above average terrain. Approved Oct. 26.

WTSK-TV Knoxville, Tenn.—Granted ERP of 316 kw vis., 158 kw aur. with ant. height 480 ft. above average terrain. Approved Oct. 21.

WFAA-TV Dallas, Tex.—Granted ERP of 300 kw vis., 150 kw aur. with ant. 1,680 ft. above average terrain. Approved Oct. 24.

APPLICATIONS

WMBR-TV Jacksonville, Fla.—Seeks cp to change trans. location to 6548 S. Hampton, Jacksonville, change aur. ERP to 70 kw and make equipment changes. Filed Oct. 26.

WMUR-TV Manchester, N. H.—Seeks cp to change ERP to 279.3 kw vis., 156.4 kw aur. Ant. height above average terrain 1,026 ft. Filed Oct. 20.

KFJI-TV Klamath Falls, Ore.—Seeks mod. of cp to change trans. location to three miles northnortheast of center of Klamath Falls, change ERP to 13.15 kw vis., 6.512 kw aur., change ant. and make other equipment changes. Ant. height above average terrain 1,052 ft. Filed Oct. 20.

WHC (TV) Pittsburgh, Pa.—Seeks mod. of cp to change studio location to 341 Rising Main St., Pittsburgh, change ERP to 316 kw vis., 158 kw aur. and make equipment changes. Ant. height above average terrain 1,000 ft. Filed Oct. 25.

KOSA-TV Odessa, Tex.—Seeks mod. of cp to change trans. location to on Farm Rd. No. 866, 11 miles west of Odessa, change ERP to 103.4 kw vis., 54.3 kw aur. and make equipment changes. Ant. height above average terrain 752 ft. Filed Oct. 21.

WEAU-TV Eau Claire, Wis.—Seeks cp to change ERP from 57.5 kw vis., 28.8 kw aur. to 145.6 kw vis., 72.81 kw aur. Filed Oct. 24.

KENI-TV Anchorage, Alaska—Seeks mod. of cp to change trans. and studio location to Lathrop Bldg., Anchorage, change ERP to 5.38 kw vis., 2.69 kw aur. and make equipment changes. Filed Oct. 25.

PETITION

WPFA-TV Pensacola, Fla.-KTAG-TV Lake Charles, La.—Stations petition FCC to amend Sec. 3.606 so as to (1) (a) delete ch. 4 from Beaumont-Port Arthur, Tex., and from New Orleans, La., and add ch. 25 to Beaumont; (b) delete ch. 13 from Biloxi Miss., and add ch. 4 to that community; and (c) add ch. 4 to Lake Charles and ch. 13 to Pensacola and delete ch. 25 from Lake Charles and ch. 15 from Pensacola; (2) issue orders to **WPFA-TV** and **KTAG-TV** to show cause why their existing authorizations should not be changed from ch. 15 and 25, respectively, to ch. 13 and 4, respectively. Filed Oct. 19; announced Oct. 21.

CALL LETTERS ASSIGNED

WEAL-TV Orlando, Fla.—Orange County Broadcasters Inc., ch. 18.

WHMB (TV) Boston, Mass.—Ajax Enterprises, ch. 38.

KHPL-TV Hayes Center, Neb.—Bi-States Co., ch. 6. Changed from **KHOK-TV.**

New Am Stations . . .

ACTIONS BY FCC

Merced, Calif.—Merced County Bcstg. Co. application for cp to operate on 1250 kc, 500 w D with DA dismissed at request of applicant. Dismissed Oct. 25.

Rocky Ford, Colo—Arkansas Valley Bcstg. Co. granted 1320 kc, 1 kw D. Post office address P. O. Box 865, Lovington, N. M. Estimated construction cost $19,250, first year operating cost $30,000, revenue $40,000. Principals are **David Worley** (70%) owner of **KLEA Lovington, N. M.,** 20% owner **KDAV Lubbock, Tex.,** 20% owner **KTMN Tucumcari, N. M.,** and pres.-36% owner community tv-system, Lovington, and **James L. Littlejohn, KLEA** manager. Granted Oct. 19; announced Oct. 20.

West Point, Ga.—Confederate Radio Co. granted 910 kc, 500 w D. Post office address Box 427, West Point. Estimated construction cost $9,796, first year operating cost $20,000, revenue $32,000. Principals include Pres. **Clement H. Murphy Jr.** (45%), former general manager **WRLD West Point;** Vice Pres. **F. K. Mize** (20%), auto sales, and Sec.-Treas. **Albert L. Stancel Jr.** (35%), former chief engineer **WRLD.** Granted Oct. 19; announced Oct. 20.

Amite, La.—Amite Bcstg. Co. granted 1570 kc, 500 w D. Post office address P. O. Box 571 Hazelhurst, Miss. Estimated construction cost $10,725, first year operating cost $24,000, revenue $30,000. Principals include **Louis Alford and Albert M. Smith** who each own ⅓ interest in **WAPF McComb** and **WMDC Hazlehurst,** both Miss. Other principal is **Phillip D. Brady.** Granted Oct. 19; announced Oct. 20.

Kalamazoo, Mich.—Joseph F. Butler and Ralph E. Patterson granted 1470 kc, 500 w D. Post office address 724 Axell St., Kalamazoo. Estimated construction cost $27,780, first year operating cost $32,000, revenue $40,000. Mr. Butler (85%) is office equipment salesman. Mr. Patterson (15%) is sales engineer Gates Radio Co. Granted Oct. 19; announced Oct. 20.

Hobbs, N. M. — Permian Basin Radio Corp. granted dismissal of application for cp for new am to be operated on 1330 kc, 1 kw D. Dismissed Oct. 21.

Elmira Heights and Horseheads, N. Y.—Elmira Heights-Horseheads Bcstg. Co. granted 1590 kc, 500 w D. Post office address 4 Hibbard Place Elmira, N. Y. Estimated construction cost $13,900, first year operating cost $31,795, revenue $36,500. Principals include **Frank P. Saia** (36.3%), engineer at **WCLI-AM-FM Corning N. Y.; Emmagene S. Saia** (36.3%), and **Anthony P. Saia** (27.4%), manufacturer of auto and bicycle parts. Granted Oct. 19; announced Oct. 20.

APPLICATIONS

Lexington, Mo.—Lexington Bcstg. Co., 1570 kc, 250 w D. Post office address 808 S. 18th St., Quincy, Ill. Estimated construction cost $8,512.49, first year operating cost $21,600, revenue $28,000. Principals partners **Ralph E. Meador** (50.3%), Gates Radio Co. engineer; **Ray L. Yeoman** (25.14%), retail store owner, and **William L. Smith** (24.56%), dentist. Filed Oct. 20.

Albuquerque, N. M.—B & M Broadcasters, 1450 kc, 250 w, unl. Post office address 5908 Central Ave. Southeast, Albuquerque. Estimated construction cost $18,259.76, first year operating cost $42,000, revenue $65,000. Principals are equal partners **E. Boyd Whitney,** announcer **KOAT Albu-**

(Continues on page 104)

Eastern Network Station

$67,500.00

Fulltime operation needs one or two capable owner-operators who can sell in this very substantial market. $25,000.00 down, balance on very liberal terms.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
111 Sutter St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
...sive Offices
...5 De Sales St., N. W. ME. 8-5411
...ns and Laboratories
1339 Wisconsin Ave., N. W.
...shington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

...mmercial Radio Equip. Co.
...verett L. Dillard, Gen. Mgr.
...ERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
...O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

...nk H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

...EARL CULLUM, JR.
...NSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffat—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 3-8073
WASHINGTON 5, D. C.

...O. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
...1 Ivy St., N.W., Washington 6, D. C.
...ative 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

...OHN B. HEFFELFINGER
...E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
...6 S. Kearney Skyline 6-6113
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

RALPH J. BITZER, Consulting Engineer
9442 Westchester Drive, St. Louis 21, Mo.
Underhill 7-1833
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

* *Member AFCCE*

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
...OBLE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
...ineer on duty all night every night
JACKSON 5302
...O. Box 7037 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

COLLECTORS-ADJUSTORS
For the Industry
Collections Coast to Coast
TV—Radio—Film and Media
Accounts Receivable
No Collection—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
220 West 42nd St., N. Y. 36, N. Y.
LO 5-3990

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager, young, aggressive, strong on sales with experience in small market as sales manager or manager for metropolitan station. Box 299E, B•T.

Young, aggressive station manager to launch country-western station in major market. Must have commercial success record in this specialized field. Substantial salary and incentive to right man. Box 327E, B•T.

Salesmen

Regional station in south-southwest market has immediate opening for experienced man. This job is worth about $6-7,000 a year to the right party. Guarantee. 15-25%. Box 242E, B•T.

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box 243E, B•T.

Midwest station operating 24 hours a day needs topflight salesman who, over long haul, is capable of earning more than general manager. $100.00 per week guarantee, 15% commission above guarantee. Should earn in excess of $7,000.00 first year, $9,000.00 second year. No ceiling except as imposed by time and ability. Heavy drinkers and floaters need not apply. Give full details first letter. Box 254E, B•T.

250w network affiliate southeastern Massachusetts. Salary, commission and mileage allowance. Good opportunity for aggressive young man. Box 292E, B•T.

Unusual opportunity for salesman. Married, 25-35 to become sales manager metropolitan station and eventually manager of one of group stations. Box 298E, B•T.

Immediate opening for radio salesman. The man we are after must be a radio salesman of proven ability and most likely working in a competitive market with a progressive station. If you think you are that man, send us your sales record, tell us about the accounts you developed and how long you have held them. We do not want floaters. This company has many paid benefits including security for your future if you qualify. We pay a guaranteed salary plus incentive bonus. Box 304E, B•T.

Florida CBS station needs experienced radio salesman immediately. Growing market demands expansion. Send photo with resume to Box 315E, B•T.

Salesman—we are looking for a good man to add to our growing nationwide company. We have an unusual financial opportunity to offer. Box 342E, B•T.

RADIO

Help Wanted—(Cont'd)

Experienced radio time salesman. Guarantee $380. Commission. Send experience, photo, references. KCHJ, P. O. Box 262, Delano, California.

Business is good! We need a young, aggressive, creative salesman immediately. Salary plus commission. Terrific opportunity to grow with progressive station. Write Manager, Radio Station WELL, Battle Creek, Mich.

Announcers

DJ for combo operation. Must have expert knowledge of popular music field and be topnotch air salesman. Should have more than passing interest in news, community services. Excellent opportunity for man with ideas who concentrates on work rather than clock watching. No beginners, no floaters, no politicians considered. Work with most congenial, mature staff. Finest new equipment in studios as modern as tomorrow. Midwest. Give full story in first letter which will be treated confidentially. Box 255E, B•T.

Morning personality for established am in growing Michigan market. If you can sell on the air and keep sponsors happy let us know about your background and experience. Send tape and photo. Box 289E, B•T.

Personality disc jockey for kw Pennsylvania. Daytimer. Start at $70.00. Talent and profit sharing. Experienced only. Write first. Box 319E, B•T.

Need three radio disc jockeys, specialists in country-western. Good base salary plus fees. Also, tv opportunity. Box 328E, B•T.

250 watt Florida independent wants young announcer, one or more years experience, tape, picture and third ticket, immediate opening. Box 347E, B•T.

Immediate opening—Prosperous fulltime independent in metropolitan market wants personality country type combo deejay for popular "hayride" evening show. Liberal salary. Write full details and send tape. Box 366E, B•T.

Announcer—$80.00 to $90.00 per week starting salary with top rated independent station in college town of 10,000. Ideal working conditions and retirement plan. Want experienced, production-minded announcer who can write, edit and deliver news and can handle personality record show. Permanent position. Prefer man from midwest. Send tape, full details to V. K. Melia, Program Director, KAYS, Hays, Kansas.

Announcer with experience in writing news and copy. Send full details to KTTN, Trenton, Mo.

LOOKING FOR AN OPPORTUNITY?

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to utilize a skilled personnel specialist when seeking a new position.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio . . . Howard S. Frazier.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE & STAFF POSITIONS WITH TV AND RADIO STATIONS.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg. Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Aggressive five kilowatt independent expanding. Will hire top announcers . . tv in future . . we start $90.00 . . rest is up to you. Tape and qualifications. G. F. Roberts, KBIM, Roswell, New Mexico.

Experienced morning announcer with first class ticket for new kilowatt in sunny Arizona. Must be versatile, able to write continuity, do a selling commercial, news, etc. Salary commensurate with ability. Must give references which will be checked. No drunks, no floaters. Send resume, tape and late picture to General Manager, KDJI, Holbrook, Arizona. Collect calls unacceptable.

Opportunity for good experienced, married, morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

Night man—first reliability write Dick Vick, Manager, KGEZ, Kalispell, Montana.

Opportunity for a bright future. Need announcer with sales desire and ability. Sports background helpful but will teach. KLTF, Little Falls, Minnesota.

Fishing is great. Work is steady. Pay is good. KOOS, Coos Bay, Oregon, needs a first class ticket holder who is a professional announcer. Send full details of experience and tape of air work.

First phone combo, top independent station, must have top voice. Opportunity to learn tv. Send tape. KREM, Spokane, Washington.

Combination announcer-engineer. Capable announcing classical music with first class ticket. Excellent opportunity in ideal spot. KXXI, Monterey, Calif. P. O. Box 1070.

Personality disc jockey, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Mississippi.

Need one announcer, experienced; one announcer-salesman and one combo man for daytime independent in south Georgia. Send resume, photo and tape to WAAG, Adel, Georgia.

Announcer or combo man. Need good employees for good jobs with future. Salary open depending on experience and ability. No floaters. Send tape and resume or call Dave Welborne, WDVM, Pocomoke City, Maryland.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer-salesman. Good voice, desire to sell. Experience not necessary. Prefer southerner. Salary, commission, expenses. Personal interview required. Call Bill Duke, WKDL Clarksdale, Miss. Main 4-4908.

Immediate opening combo announcer for morning shift. Young, available now for assignment with hot New York state 250 watter. Write, wire, phone WKNY, Kingston, New York—Kingston 4500.

Combination announcer — first phone engineer. Central Pa. university town. Station Manager, WMAJ, State College, Pa. Write or phone Adams 7-4959.

Announcer-engineer, for east Mississippi's top fulltime music-news-sports station. Excellent working conditions, top pay to right man. Include deejay show on tape resume. Send tape, photo, resume, salary requirements to WMOX, P. O. Box 1511, Meridian, Miss.

WPIK, Alexandria, Virginia, metropolitan Washington, D. C. area independent wants good announcer. Must be experienced, capable, dependable. Looking for man with ability to sell on air. Send tape and resume, first letter, WPIK Alexandria, Virginia.

Announcer with first class license. Immediately. WVOS, Liberty, N. Y.

Outstanding southern West Virginia independent has immediate opening for all-around announcer. Emphasis on ad-lib and DJ personality shows. Give full details first letter and audition tape, if possible. WWNR, Beckley, W. Va.

KWBY-Colo. Springs top-rated station, all music and news, wants inde-experienced, responsible, straight announcer with first ticket (also without ticket apply), enthusiastic delivery, know Gates operation. Excellent salary, conditions, permanent. Air mail tape, photo and information to John Buchanan, Pres., Music Broadcasting Corp., P. O. Box 764, Colorado Springs, Colorado.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer, emphasis on maintenance. Announcing not required but will be advantage. Box 341E, B•T.

Operator with first class license. Must have car. Limited announcing, remote controlled am and fm. Box 348E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

Combination engineer-announcer, good working conditions. Send tape, KPOW, Powell, Wyoming.

Chief-engineer-announcer — new — beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

WEOL, Elyria, Ohio seeks first class licensed man experienced operation maintenance am-fm transmitters. Duties include remote installation, studio maintenance, no announcing. Ohio resident preferred. Communicate with Harold Kane.

Immediate staff opening, junior engineer, first phone. Contact William Thompson, WKRT, Cortland, New York.

Engineer-announcer. Immediately. WVOS, Liberty, N. Y.

Immediate opening for first phone engineer with car, WWNR, Beckley, West Virginia.

Programming-Production, Others

Kansas station in urgent need commercial copywriter. Excellent opportunity for one who wants permanent location work with congenial efficient staff in new studios as modern as tomorrow. Good starting salary. Give complete background first letter. Box 240E, B•T.

North Carolina 250 Mutual affiliate needs experienced copywriter who can also gather, write local news. Car essential. Air mail complete data, references, starting salary needed, availability. Box 277E, B•T.

Experienced copywriter, male or female. Midwest metropolitan area station needs person who can write, service and has production knowhow. Salary open. Send complete details first letter. Box 322E, B•T.

Experienced reporter, writer and broadcaster. Take complete charge fulltime department. Midwest and rural experience preferred. Immediate opening. Send background, tape and picture on first reply to Glenn Stanley, KBOE, Oskaloosa, Iowa.

SITUATIONS WANTED

Managerial

General manager of successful, independent, competitive major market, desires to grow with similar operation in major or secondary market. Experienced all phases radio from FCC application through profitable management. Salary commensurate with right community and ownership policies. Glad to talk over your offer. Box 276E, B•T.

Mature manager, 26, married, children, prefer west. 9 years radio-tv. Looking for permanent berth. Sales, promotion-minded. Consider investment. Picture available. Box 301E, B•T.

Station manager: Loused-up two stations! Station in 250,000 market—was losing $5,000 a month, now making over $75,000 a year. Station in 90,000 market—was losing $10,000 a year, one year later $45,000 profit. Would like to louse up yours. Presently employed as manager. Write Box 306E, B•T.

I'll solve your problems, not accept them. Manager, 18 years experience, successful record as money-maker. Married, steady, plus fine reputation in and out of trade. High references. Box 333E, B•T.

General manager. Nineteen years experience. Reliable, efficient, progressive. Best references. Box 359E, B•T.

Announcers

Experienced announcer - DJ, reliable, married, presently employed, seeks position with advancement. Box 119E, B•T.

Announcer, DJ. 3 years experience. College grad. Married. Seeks permanent position with future. Box 228E, B•T.

Attention northeast—employed announcer, 1½ years experience. Vet, single, 23. Box 280E, B•T.

RADIO

Situations Wanted—(Cont'd)

8 years radio-tv sports—5 years present position. Desire to relocate before basketball season. Only top sports job considered. Locality secondary to job opportunity. Address all replies Box 281E, B•T.

Announcer. 24, veteran, DJ, news sports, references, tape. Will travel. Box 284E, B•T.

Personality dj—6 years experience, radio-tv, college graduate, musician, piano-dj. Box 313E, B•T.

Attention California—Experienced announcer-engineer. Presently employed 1 kw net. Family man. Box 321E, B•T.

Play-by-play sports. Staff announcer. Excellent board man. Locate within 150 miles Minneapolis. Box 324E, B•T.

Topflight combo dj staff announcer currently employed at 5000 watt independent in southwest, desires permanent relocation. 4 years experience, married. Tape, photo available. Box 326E, B•T.

Versatile staff—sports announcer. 15 months experience. News, commercials, dj, remotes. Handle sports including play-by-play with live animation. Control board, third ticket. Desires location within 300 miles NYC. Box 329E, B•T.

Versatile announcer. Completely trained sports, news, editor, play-by-play. Can operate board, can sell, top dls. Box 331E, B•T.

Superior staff announcer. Presently employed New York. Network voice—delivery. Minimum, $100. Box 335E, B•T.

Announcer, experienced. Do topnotch job dj, staff. Employed, wish relocation. Box 343E, B•T.

Announcer, 4 years experience, wants to locate in Florida or nearby southern states. Now employed in D.C. area. Box 346E, B•T.

Play-by-play all sports, present station de-emphasizing sports, six years experience, college graduate. Box 314E, B•T.

Announcer with sincere, direct delivery looking for the "right" position in New England or northeast. Like all phases—deejay, news and staff work. Three years experience, single, veteran and college graduate. Box 350E, B•T.

Staff announcer. Married. Recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 351E, B•T.

Staff announcer. Vet. Married. Recent broadcasting school graduate. Will travel. Box 352E, B•T.

Announcer. DJ, good potential, no experience, willing to work hard, learn. Tape, resume on request. Box 353E, B•T.

Top dj-announcer. Just left 5000 watt southwestern indie. Desire permanent relocation. Box 354E, B•T.

Versatile, ambitious, young dj personality with "different type voice". Will do selling. Sober, reliable. Good references. Box 356E, B•T.

If you are looking for an announcer without experience, I am your man, because no one has less experience than I do. Fresh out of announcing school. Married, vet, 25 years old. Willing to travel anywhere in U. S. Tape, photo on request. Box 357E, B•T.

Staff announcer. Taught all phases of radio by top Chicago announcer. Deejay and news. Vet, married. Willing to travel. 25 years old. Tape, photo. Box 358E, B•T.

Pianist wants to learn radio announcing. Prefer northeast. Experienced accompanist. Small station. Reply Box 363E, B•T.

Five years radio-television. Degree, veteran, married. Former news director with strong all-round experience in staff announcing. Available immediately. Box 364E, B•T.

Announcer, versatile, dj, news, three years college, $100 a week. Box 365E, B•T.

Announcer—First phone. 4 years experience. Graduate. Family. Now employed. Box 368E, B•T.

Five years experience. $65. Bill Dillner, WFUN, Huntsville, Alabama. Days, Hotel Yarbrough.

Highly commercial radio-tv announcer with 6 years experience in Cleveland, including two 50,000 watt stations—WGAR and WTAM—desires good permanent position. Also, interested in sales or administrative position. Keen production sense. Excellent references. Please contact Guy Ewing, #419, YMCA, Grand Rapids, Michigan.

DJ, sports play-by-play, versatile, 2 years experience, married, 27, vet, Pete Franklin, 73 Propp Ave., Franklin Square, L.I., N.Y., Phone: FL 2-6286.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer relocating desires permanent connection. News, commercials, teen-age platter appeal. Sober, reliable, references, tape. Tom Hopkins, Box 92, Bernardsville, New Jersey. Bernardsville 8-0538 after 6 P.M.

Staff announcer, broadcasting school graduate. Board, dj, commercials. Bill Parker, 2219 N. Parkside, Chicago; Berkshire 7-6721.

Top play-by-play basketball announcer available immediately. Five years experience also doing staff, baseball, football. Write—Wire Mike Wynn, 201 West 77 St., N. Y. C.

Technical

Radio-television, four years, transmitter engineer. 1st class license, car. Box 227E, B•T.

Experienced am-fm engineer. Was chief on installation of 10 kw fm transmitter. Transmitter, studio or maintenance work desired. Box 309E, B•T.

Engineer first phone. Experienced, directional antennas, studio. Have worked NYC area. Desire position N.Y., N.J., Conn. Box 330E, B•T.

Programming-Production, Others

Experienced producer-director. Now assistant to N. Y. C. agency radio-tv head. Desires return to directing. Box 307E, B•T.

Creative program director with six years experience in all phases of radio. Top news and sports delivery. Good references. Box 334E, B•T.

Continuity writer, rated tops by clients, management, even to national recognition, seeking position and salary commensurate with ability. No Girl Friday offers, please. Box 338E, B•T.

Producer-director, production manager. 3 years experience. Seeking position with future in either capacity. Top references. Box 339E, B•T.

TELEVISION

HELP WANTED

Salesmen

Permanent, experienced television salesman for regional sales with new station in excellent market. Outstanding opportunity for a progressive man. Contact Ray Carow, Mgr., WCTV, Thomasville, Ga.

Vhf station in the Ohio Valley has sales position open with guarantee and commission. Reply Box 1957, Huntington, W. Va.

Announcers

New station on Channel 10 in El Dorado, Arkansas, has openings for experienced announcers. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Technical

Immediate opening. First class engineer for television studio operation. Must have 2 years television technical director experience. Box 310E, B•T.

TV chief engineer vhf station, large western city. $9,000 per year to start. Must have top technical and administrative ability. Box 311E, B•T.

Have openings tv transmitter engineer, tv transmitter maintenance engineer, tv studio engineer. Southwestern station. Advise background and salary expected. Box 317E, B•T.

Two competent studio maintenance engineers and one experienced film editor for large southwestern vhf. Apply Box 362E, B•T.

KOAT-TV Albuquerque, New Mexico, has excellent openings for experienced tv transmitter operator and wife to live under ideal conditions at mountain top transmitter site. Good salary plus heat, light and lodging for the right man. Contact Ken Sharman at KOAT-TV.

Programming-Production, Others

New station on Channel 10 in El Dorado, Arkansas has openings for men or women in continuity, news, and film departments. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Situations Wanted

Managerial

Commercial manager—solid administrator with excellent personal sales record. Nine years radio and tv. Seek affiliation medium to large market. Top industry references. Quality executive employee for above average operation. Box 305E, B•T.

TELEVISION (cont'd)

Situations Wanted

Managerial

8½ years experience television-radio production, programming. Can direct overall programming-production for new or established television operation. Prefer east or midwest. Must be permanent. Contract desired. Minimum monthly $700.00. A good investment. Box 336E, B•T.

Film consultant, salesman for large company has interesting advertising package offer agency equipped for film accounts. Box 351E, B•T.

Salesmen

TV account executive, 6 years tv staff, agency experience wishes relocate. Presently earning $7200 year. Box 350E, B•T.

Announcers

Experienced announcer, presently doing radio work, (who doesn't need the sky to fall) to know where a forward looking air-salesman belongs, seeks television opportunity. Midwest. Box 332E, B•T.

Experienced individual not interested in immediate openings in tv. But, would like to place my application with you for future consideration and employment if it were a step ahead. Box 345E, B•T.

Young man seeks position with hustling tv station. Experience 2 years, radio-tv; 1 year college. Presently employed major eastern market. Box 367E, B•T.

Technical

Assistant chief engineer desires position as assistant chief or supervisor eastern USA. Five years experience. Box 308E, B•T.

I'm just a radio man! No tv experience whatsoever, but with seven years before the mike I think I can do a job for you. Thorough knowledge of news and music. Worked all major boards including "homemade". Restricted ticket for transmitter work. Want to locate 300 miles New York. Box 318E, B•T.

TELEVISION (cont'd)

Situations Wanted—(Cont'd)

Technical

Cameraman. Married. 2 years experience all studio operations. Seeking production opportunity. References. Box 355E, B•T.

Programming-Production, Others

Producer—Two years vhf. Age 30. Written, produced and directed most classifications. Kidshows and musicals my forte. Also, stock and Little Theatre, advertising-merchandising experience. Box 340E, B•T.

Just starting! Writing, film editing, directing experience. Columbia, NYU, SRT grad tv production in all studio operations. Locate anywhere. Phil Gutride, 716 Carroll Ave., St. Paul, Minnesota.

FOR SALE

Stations

Major market suburb station, kilowatt daytime below 1000 kc. Business volume weak, good reputation, above average physical plant. Price $45,000, half on terms. Paul H. Chapman, 84 Peachtree, Atlanta.

An exclusive property. Market over 150,000 owner states. Offered only to qualified am principals. Ralph Erwin. Broker. Box 811. Tulsa.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment

For sale—one type 70-C2 RCA turntable original black and grey finish, in first class condition—$225.00. Box 181E, B•T.

FOR SALE—(Cont'd)

Equipment

Excess stock of first class, unused, air-cooled and water-cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 302E, B•T.

Presto model Y disc recorder, complete two cases. Recorder, playback, amplifiers, speaker, instructions, excellent condition, $275. BC312N receiver converted to 110 v.a.c.; excellent condition, covers 1.5 to 18 megs, $50.00. Box 337E, B•T.

Must sell 340 foot heavy duty self-supporting Truscon tower by November 15. Will consider any offer over $3000. Contact H. Frederick, KLIN, Lincoln, Nebraska.

Western Electric 3 kw fm transmitter, 450 feet 3⅛" transmission, General Electric modulation frequency monitor, R.E.L. fm receiver. Write KMUS, Box 1588, Muskogee, Oklahoma.

Three 70-D RCA turntables of which two are converted for 45 rpm. Excellent condition—in use now—available within 30 days. Contact Gene Williams, Chief Engineer, KWBB, Wichita, Kansas.

1 RCA—250 K transmitter. 1 composite 250 watt transmitter. 1 RCA antenna unit-type AZ-4293. 1 Blaw-Knox tower—150'. Also miscellaneous items—all in good condition and in operation up to several weeks ago. No reasonable offer refused. WDAS Broadcasting, Belmont Avenue and Edgely Road, Philadelphia 31, Pa.

Several Sagmo capicitors—I have .0001-10M, .0002-20M, and .002-10M. I need four .00025-25—30 or 35-M. 3 kw fm Federal Telephone transmitter with antenna and coax—cost $17,000.00 will take $4500.00. Write WETO Radio Station, Box 837, Gadsden, Alabama.

Western Electric fm antenna for sale. A real buy. WHOS, Box 1127, Decatur, Alabama.

RCA-Beat frequency oscillator 68B and noise and distortion meter 69A. Best offer. Neuwirth, 16 May Place, Nutley 10, N.J.

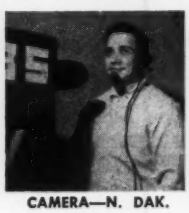
Ampex 402P; 403C, both excellent condition, $650 each. Rek-O-Kut G2 16" TT $35. Magnecordette PT6GAH $225. United Radio, 22 N.W. 9th, Portland, Oregon.

THESE PEOPLE ARE **NOT** AVAILABLE

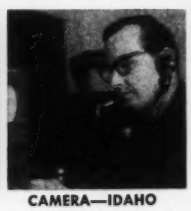
FILM—MICHIGAN

PROGRAM—WASH.

FLOOR—IOWA


CAMERA—N. DAK.

PRODUCTION—NEV.


CAMERA—IDAHO

FILM—MONTANA

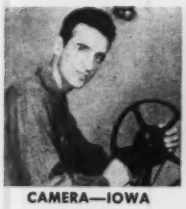
FLOOR—TEXAS

SALES—NEVADA

No, these recent Northwest graduates aren't available. They are just a few of our TV-trained people who have recently gone to work in the industry. From Michigan to Washington TV broadcasters found these people had the qualifications they look for when hiring personnel. But it's not surprising. Broadcasters all over the country have been discovering this when they call Northwest First for personnel. Why not find out for yourself? These people aren't available, but we have some who are. So, for professionally trained TV personnel with the qualifications you want write, wire or call collect John Birrel, Employment Counselor.

SALES—MONTANA

FLOOR—IOWA


CAMERA—IOWA

FILM—UTAH

COPY—INDIANA

FLOOR—N. MEXICO

NORTHWEST
RADIO & TELEVISION
SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Minnesota, Wisconsin, Iowa, North Dakota, or South Dakota, am radio station by, financially, capable, experienced station owners. Terms or cash. All inquiries confidential. Box 111E, B•T.

New England radio station, preferably eastern Massachusetts for experienced broadcaster. Details and terms held confidential. Private party. Box 320E, B•T.

Stations wanted now. Radio and tv. Licensed brokerage service for stations in Colorado, Kansas, Missouri, Oklahoma, Arkansas, and Texas. Offices in Oklahoma and Texas. Ralph Erwin. Broker. Box 811. Tulsa.

Equipment

We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 303E, B•T.

Used RCA TT-25BH-vhf power amplifiers—state condition—list accessories available. Price first letter. Box 323E, B•T.

Used am frequency and modulation monitor, any condition, state price. Box 369E, B•T.

Record cutter machine. Lateral. 33⅓-78rpm. Good condition. Write WOKJ, Jackson, Miss.

Late model 20 to 35 kw, air-cooled General Electric tv amplifier for channel 13; Mosby's, Inc., P. O. Box 1470, Missoula, Montana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license preparation. Positive results technical, non-technical. Evenings, Saturdays. Monty Koffer, 743 Hendrix St., Brooklyn 7, N. Y.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Salesman

» » **ATTENTION, SALESMEN!** « «

DETROIT POWER STATION
offers
UNUSUAL OPPORTUNITY

- Increased Earnings
- Unlimited Possibilities
- Ever-growing Market
- Hunting & Fishing Paradise
- Year round Vacation Land

Ability more important to us than long experience. Don't delay, write today. Sell yourself, first letter.

Box 244E, B•T

Announcers

$100. week, 40 hours for night man with first phone who is showman.

WDIX
Orangeburg, South Carolina

Help Wanted—(Cont'd)

Technical

Technical Supervisor

Our Chief Engineer is retiring after many years service. We will employ a thoroughly competent, experienced engineer as Technical Supervisor, who must take charge of all engineering problems and assist management in keeping technical facilities in top shape. Only applicants who feel they can meet any engineering emergency in an AM-FM operation need apply. Permanent position in financially sound, well equipped station in a friendly community. Willingness to assume responsibility and intense personal interest in technical operations are as important as ability. Please write Raymond J. Cheney, General Manager, WMIX-AM-FM, Mt. Vernon, Illinois.

Programming-Production, Others

COPYWRITER
CENTRAL ILLINOIS STATION

Experienced copywriter wanted immediately. Contact C. W. Neeld, Radio Station W C V S, Springfield, Illinois. Write or phone 4-9855.

Situations Wanted

Managerial

TV STATION MANAGER OR SALES MANAGER

Well-known manager seeking change. Complete knowledge of overall management, strong on sales, budget-minded. Ten years experience top agencies, reps and networks—both radio and television. Box 293E, B•T.

Announcers

Available by End of November!

SPORTSCASTER

17 Years experience in following play-by-play
Boxing — Baseball — Hockey — Football
Tennis — Golf — Wrestling — Etc.

Last 8 years in top bracket sports!
Handled 2 daily sportscasts for 5 years!
Will do radio and/or tv work.
Details and tape available on request.

Box 349E, B•T

Technical

CHIEF ENGINEER

Sober, hard working family man, university graduate, proven ability on directional arrays, strong on construction, measurements, and maintenance. Can install and operate automatic programming, remote transmitter. Willing to invest in profitable progressive station. No announcing. Box 344E, B•T.

WANTED TO BUY

Stations

WANT TO BUY

Small station, east coast, north central, Florida. Experienced broadcaster. Replies promptly answered and will phone to arrange visit if proposition interesting. Cash down.

BOX 371E, B•T.

TELEVISION

Help Wanted

Salesmen

UNUSUAL TV SALES OPPORTUNITY

We need an aggressive television time salesman to join one of America's most respected tv, radio and publishing operations. If you're a radio or tv time salesman, stymied in a situation where your ambition, drive and creative sales ability aren't allowed free rein, here's the opportunity for a connection where your talents will be appreciated and rewarded. You'll work in a pleasant midwest community of 100,000 on an attractive commission arrangement. Opportunity for substantial earnings, plus unusually liberal insurance and retirement benefits. If you want to grow with a heads-up tv operation (vhf-CBS) write us your background and qualifications immediately. Box 312E, B•T.

TV
ACCOUNT EXECUTIVE
2-3 Years
Selling Experience
A Must
WXEX-TV
Sales Office:
6200 West Broad St.
Richmond, Va.
Phone: 88-2837

Announcers

FARM DIRECTOR WANTED:

TV ANNOUNCER: Good announcer with ability to handle farm news in rural market in mid-west. Also for other announcing duties. Good starting salary. Send photo, references and resume to

Box 370E, B•T.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Continued on next page

(Continues from page 98)

querque, and D. K. MacGregar, grocery store owner. Filed Oct. 20.

Ithaca, N. Y.—Thompson K. Cassel Co., 1470 kc, 1 kw D. Post office address Box 89, Elmira, N. Y. Estimated construction cost $15,245.32, first year operating cost $49,500, revenue $63,000. Mr. Cassel has interests in **WCHA-AM-FM-TV Chambersburg Pa., WATS Sayre, Pa., WTVE (TV) Elmira, N. Y., WOND Pleasantville, N. J.**, and has an interest in application for transfer of control of **WDBF Delray Beach, Fla.** Filed Oct. 14.

Alva, Okla.—Aubrey D. Conrow, 1430 kc, 5 kw unl. Post office address 25 South Western, Chanute, Kan. Estimated construction cost $14,270, first year operating cost $35,000, revenue $45,000. Mr. Conrow is research engineer. Filed Oct. 25.

APPLICATIONS AMENDED

Inglewood, Calif.—Albert John Williams amends application for cp to operate on 1460 kc, 500 w D with DA to change to 1 kw, non-DA and change ant.-trans. and studio location to Baldwin Hills Reservoir, Los Angeles, Calif. Amended Oct. 24.

Chambersburg, Pa.—James R. Reese Jr. amends application for cp to operate on 600 kc, 250 w D to specify 1590 kc, 1 kw. Amended Oct. 24.

Columbia, Pa.—Radio Columbia amends application for cp for new am to be operated on 1580 kc, 500 w D to reduce height of ant. and make ground system changes. Amended Oct. 20.

Classified Advertisements—(Cont'd)

FOR SALE—(Cont'd)

Equipment

T-V EQUIPMENT FOR SALE!

All General Electric: Line monitor, control console and mixing equipment ..... $ 4,105
Film Camera Channel, complete $11,500
16 MM. Projector ..... $ 4,700
Slide Projector ..... $ 2,750
2 G-E Power Supplies .. $ 1,360
Also: Dumitter ..... $ 550

Will sacrifice lot for cash offer. Contact RADIO KXOA, Sacramento 15, California.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

EMPLOYMENT SERVICE

Make CADILLAC your Chicago Headquarters for placement or procurement for all types of Radio-TV Personnel.
ARTHUR R. SNYDER
CADILLAC EMPLOYMENT AGENCY
220 S. STATE, CHICAGO,
WA 2-4800

Existing Am Stations . . .

ACTIONS BY FCC

WCTA Andalusia, Ala.—Granted change in operation on 920 kc, DA-N unl., from 1 kw to LS, 500 w N to 5 kw LS, 500 w N; engineering conditions. Granted Oct. 19; announced Oct. 20.

Detroit, Mich.—Grosse Pointe Baptist Church granted extension of authority to transmit programs from Mack ave. and Base Line Rd., Grosse Pointe Woods, Mich., to **CKLW Windsor, Ont., Canada** for period ending July 22, 1956.

WEAV Plattsburgh, N. Y.—Granted increase on 960 kc, DA-2, unl. from 1 kw to 5kw; engineering conditions. Granted Oct. 19; announced Oct. 20.

KOSF Nacogodoches, Tex.—Granted license to cover cp which authorized moving trans. location to 900 ft. east of present site, move studios and operate trans. by remote control from 300 E. Main St., Nacogodoches. Approved Oct. 24.

APPLICATIONS

KOSI Aurora, Colo.—Seeks cp to change hours from D to unl. using 5 kw D, 1 kw N. Filed Oct. 24.

WMEG Eau Gallie, Fla.—Seeks mod. of cp to increase power from 500 w D to 1 kw D. Filed Oct. 24.

Detroit, Mich.—Grosse Pointe Baptist Church seeks extension of authority to transmit programs from Mack Ave. and Base Line Rd., Grosse Pointe Woods, Mich. to **CKLW Windsor, Ont., Canada.** Filed Oct. 21.

KNIM Maryville, Mo.—Resubmits application for cp to change from 1580 kc to 1230 kc; decrease power from 250 w to 100 w and change hours from D to unl. Resubmitted Oct. 21.

WMOX Meridian, Miss.—Seeks cp to change from 1240 kc to 1010 kc; change hours of operation from unl. to D and power from 250 w unl. to 5 kw D only. Filed Oct. 20.

KWIQ Moses Lake, Wash.—Seeks mod. of cp to change ant.-trans. and studio locations and operate trans. by remote control from Old Ephrata Hwy., opposite Central Dr., Moses Lake, Wash. Filed Oct. 21.

APPLICATION AMENDED

WNRG Grundy, Va.—Amends application for mod. of cp to change studio location and operate trans. by remote control to request waiver of Sec. 3.30 of rules. Amended Oct. 25.

CALL LETTERS ASSIGNED

KAFY Bakersfield, Calif.—Paschall, Tullis & Hearne, 550 kc, 1 kw unl.

KFML Denver, Colo.—Evert A. Bancker Jr., 1390 kc, 1 kw D.

WFNM DeFuniak Springs, Fla.—Walton Bcstg. Co., 1460 kc, 1 kw D.

KRSL Russell, Kan.—The Prairie States Bcstg. Co., 990 kc, 250 w D.

KMIN Grants, N. M.—John Blake, 980 kc, 1 kw D.

WSKN Saugerties, N. Y.—Skylark Corp., 920 kc, 1 kw D.

WARC Milton, Pa.—Williamsport Radio Bcstg. Assoc. Inc., 1380 kc, 1 kw D.

KAGT Anacortes, Wash.—Skagit Bcstg. Co., 1340 kc, 250 w unl.

Existing Fm Stations . . .

ACTION BY FCC

WNOV (FM) St. Paul, Minn.—Broadcast authorizations forfeited and call letters deleted (no renewal filed). Dismissed Oct. 25.

CALL LETTERS ASSIGNED

KFML-FM Denver, Colo.—Evert A. Bancker Jr., 98.5 mc, 2.25 kw. Changed from KFML.

WHFI (FM) W. Paterson, N. J.—Fidelity Radio Corp., 102.7 mc, 3.6 kw.

KBMS (FM) Los Angeles, Calif.—Planned Music Inc., 105.9 mc, 17 kw.

WMLP-FM Milton, Pa.—John S. Booth, 99.3 mc, 340 w.

Ownership Changes . . .

ACTIONS BY FCC

WAAG Adel, Ga.—Granted assignment of license to **Robert A. Davis** and **W. M. Forshee** through sale by **W. T. Scott** of 35% interest to Mr. Forshee for $12,250. Mr. Forshee will own 70% while Mr. Davis retains 30%. Approved Oct. 25.

KGCX Sidney, Mont.—Granted assignment of license to KGCX Inc. Corporate change only; no change in ownership. Approved Oct. 25.

APPLICATIONS

WERH Hamilton, Ala.—Seeks assignment of license to **Hugh J. Fite** for $29,100. Mr. Fite presently owns 60% of station. Filed Oct. 26.

KTVR (TV) Denver, Colo.—Seeks transfer of negative control of licensee corporation from Gotham Bcstg. to wholly-owned subsidiary **Radio Hawaii Inc.** Radio Hawaii owns **WTAC Flint, Mich.** Filed Oct. 24.

WFOY St. Augustine, Fla.—Seeks assignment of license to Ponce de Leon Bcstg Co. for $60,000. Among the three principals is Pres. **John E. Bernhard Jr.** (100%), WFOY general manager. Filed Oct. 21.

WEBK Tampa, Fla.—Seeks assignment of license to Hillsboro Bcstg Co. Original equal partners **Elmo B. Kitts, E. P. Martin** and **Alpha Martin** will each hold 25% interest and new stockholders **John A. Branch** and **John D. Goff** will each hold 12½% interest. Messrs Branch and Goff are each to pay $2,162.55 to the new firm. All are partners in **WDCF Dade City, Fla.**, and **WPRY Perry, Fla.** Filed Oct. 20.

WABR, WEAL-TV Winter Park, Fla.—Seeks acquisition of positive control by **R. H. Gunckel Jr.**, present owner of 40% of station. Transferor **Carmen Macri** is selling his 40% interest for $29,000. Half of Mr. Macri's holdings will go to Mr. Gunckel and the other half to present 20% stockholder **James H. Sawyer.** Filed Oct. 20.

WQUA Moline, Ill.—Seeks assignment of license to **WQUA Inc.** Corporate change only; no change in control. Filed Oct. 25.

KQTV (TV) Fort Dodge, Iowa—Seeks relinquishment of positive control of permittee corporation by **Mr. and Mrs. Edward Breen** through purchase of additional stock in station by other original stockholders. No one will have control. Filed Oct. 25.

KXGI Fort Madison, Iowa—Seeks transfer of control to **Joseph E. McNaughton, William D. McNaughton, J. Richard Sutter** and **John E. Armel** for $60,000. J. E. McNaughton (49%), has 31¼% interest in **WRMN Elgin, Ill.**, and 60% in **WCRA Effingham, Ill.**, and has holdings in *Pekin* (Ill.) *Daily Times* and *Effingham* (Ill.) *Daily News*. W. D. McNaughton (28%), holds interests in same daily papers and has 18¾% stock in WRMN. Mr. Sutter (20%), owns 34% of WRMN. Mr. Armel is WCRA general manager. Filed Oct. 26.

KSMO Salem, Mo.—Seeks assignment of license to Zola Bcstg Co. for $30,000. Sole owner is **William B. Smith,** manager-chief engineer of KSMO. Filed Oct. 24.

WENE Endicott, N. Y.-WDOS Oneonta, N. Y.—Seek involuntary transfer of stock to **Nikolai Sokoloff** and **James H. Ottaway**, co-executors of estate of late Mrs. Ruth O. Sokoloff. Filed Oct. 21.

Hearing Cases . . .

FINAL DECISION

FM Allocation change—Oct. 19 FCC amended allocation plan for Class B fm stations, effective immediately, and deleted ch. 270 from Clarksville, Tenn., and added it to Central City, Ky., and replaced ch. 273 with ch. 291 in Evansville, Ind. Announced Oct. 20.

INITIAL DECISION

Muleshoe, Tex.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of Theodore Rozzell, d/b as Blackwater Valley Broadcasters, for new am station to operate on 1570 kc, 250 w, D only, in Muleshoe; and denial of competing application of B. C. Dyess, Mrs. Ed Holmes and R. I. McElroy, d/b as Muleshoe Bcstg. Co., Muleshoe.

OTHER ACTIONS

Hearing Manual—FCC invites comments by Nov. 21 to notice of proposed rule making looking toward incorporating by reference in Part 1 of its practice and procedural rules (Secs. 1.840 and 1.871) hearing manual designed to promote uniformity in matters concerning introduction and use of evidence in comparative broadcast proceedings. Commission wants comments both with respect to provisions of proposed manual and question of whether manual should be incorporated by reference into Commission's rules or merely used to serve as guide to hearing examiners, Commission attorneys and members of the bar. Action Oct. 19; announced Oct. 21.

Miami, Fla.—Oct. 19, Commission dismissed petition by Storer Bcstg. Co. (**WGBS-TV** ch. 23), **Miami, Fla.**, and Gerico Investment Co. (**WITV [TV]** ch. 17), **Fort Lauderdale, Fla.**, insofar as it requests stay of adjudicatory proceedings on applications of Biscayne Television Corp., East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp., for new tv station to operate on ch. 7 in Miami, Fla. and WKAT Inc., L. B. Wilson Inc., North Dade Video Inc., and Public Service Television Inc., for ch. 10 in Miami. Dismissal is without prejudice to consideration of other relief requested in petition regarding de-intermixture of Miami and Fort Lauderdale, Fla., tv allocations. Comr. Hyde issued dissenting statement.

KUZN West Monroe, La.—FCC postponed effective date of its Aug. 31 grant of application of Howard E. Griffith for new am station (KUZN to operate on 1310 kc, 1 kw D in West Monroe, La., pending hearing on same to commence on Nov. 30, and made James A. Noe (**KNOE**), **Monroe, La.**, who protested grant, party to proceeding. Action Oct. 19.

WMEX Boston, Mass.—FCC denied petition by The Northern Corp. for review of examiner's order moving hearing from Washington, D. C.,

to Boston, Mass., on application of Northern for renewal of license of station **WMEX Boston, Mass.** Action Oct. 21.

WMEX Boston Mass.—FCC Oct. 25 denied petition by The Northern Corp. requesting immediate review of examiner's ruling of Oct. 21 denying motion of Northern for postponement of hearing scheduled for Oct. 25 on its application for renewal of license of station **WMEX Boston.** Announced Oct. 26.

Greenville, Ohio—Greenville Bcstg. Corp. and **Western Ohio Bcstg. Co.** designated for consolidated hearing. Applicants are seeking new ams to operate on 1320 kc, 500 w DA-D; made **WISH Indianapolis, Ind.,** party to proceeding. Announced Oct. 20.

Routine Roundup . . .

October 20 Decisions

ACTIONS ON MOTIONS

By Comr. E. M. Webster

Carolinas' Television Corp., Charlotte, N. C.—Granted petition for extension of time to Oct. 31, to file reply briefs to exceptions to initial decision in ch. 9 proceeding. Action Oct. 18.

Broadcast Bureau—Granted petition for acceptance of late filing of exceptions to initial decision in ch. 9 proceeding, Orlando, Fla., involving applications of WORZ Inc. and Mid-Florida Television Corp. Action Oct. 18.

By Hearing Examiner H. Gifford Irion

The Delsea Broadcasters, Pitman-Glassboro, N. J., Richard Field Lewis, Jr., Fisher, W. Va.—Granted petition of Lewis to remove his am application from hearing docket; retained in hearing status Delsea application. Action Oct. 18.

By Hearing Examiner Basil P. Cooper

Gave notice of prehearing conference on Oct. 20 in ch. 4 proceeding, Cheboygan, Mich., involving applications of Midwestern Bcstg. Co. and Straits Bcstg. Co. Action Oct. 19.

By Hearing Examiner Annie Neal Huntting

Upon informal agreement of parties in proceeding re am application of Allegheny-Kiski Bcstg. Co. (**WKPA**), **New Kensington, Pa.,** ordered hearing conference be held Oct. 26, 9 a.m. Action Oct. 18.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Granted motion to correct in various respects transcript of hearing in proceeding re its application for mod. of cp (ch. 12). Action Oct. 17.

October 20 Applications

Accepted for Filing

Modification of Cp

WKAT-FM Miami Beach, Fla.—Seeks mod. of cp for extension of completion date.

WTAM-FM Cleveland, Ohio—Seeks mod. of cp for extension of completion date.

WBAP-FM Fort Worth, Tex.—Seeks mod. of cp to make changes in frequency control equipment for multiplex operation.

WSLA (TV) Selma, Ala.—Seeks mod. of cp to extend completion date.

Subsidiary Communications Authorization

WBAP-FM Fort Worth, Tex.

October 21 Applications

Accepted for Filing

Subsidiary Communications Authorization

KSJO-FM San Jose, Calif.

Renewal of License

WEMP-FM Milwaukee, Wis.

Modification of Cp

KOOL-TV Phoenix, Ariz.—Seeks mod. of cp to extend completion date to 5-20-56.

KTBC-TV Austin, Tex.—Seeks mod. of cp to extend completion date to 6-1-56.

October 24 Applications

Accepted for Filing

License to Cover Cp

WSAY Rochester, N. Y.—Seeks license to cover cp which authorized increase power and change from employing DA-1 to DA-N.

WBOB Galax, Va.—Seeks license to cover cp which authorized change frequency, power and hours of operation.

WPUV Pulaski, Va.—Seeks license to cover cp which authorized change frequency, power and hours of operation.

WBKB (TV) Chicago, Ill.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WCAX-TV Montpelier, Vt.—Seeks license to cover cp which authorized new tv station.

License to Cover Cp Returned

WTOW Towson, Md.—Application for license to cover cp which authorized new am station returned (to be notarized).

Remote Control

WLSV Wellsville, N. Y.

Modification of Cp

KGTV (TV) Des Moines, Iowa—Seeks mod. of cp which authorized new tv station to extend completion date.

WPRO-TV Providence, R. I.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

October 25 Applications

Accepted for Filing

License to Cover Cp

WKMH-FM Dearborn, Mich.—Seeks license to cover cp which authorized changes in licensed station.

WCPO-TV Cincinnati, Ohio—Seeks license to cover cp which authorized changes in existing tv station.

October 26 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Citizens Bcstg. Co., Terre Haute, Ind.—Granted petition for leave to amend its am application so as to specify revised engineering data and for removal of application, as amended, from hearing and return thereof to processing line. Action Oct. 25.

By Chief Hearing Examiner James D. Cunningham

WFLA Tampa, Fla., WRMA Montgomery, Ala.—Granted petition of WFLA for leave to intervene in proceeding re application of **WTBF Troy, Ala.** and notice of intention to appear and participate in said hearing, filed by WRMA, after time provided in rules for such filing is accepted. Action Oct. 21.

By Hearing Examiner Thomas H. Donahue

Kossuth County Bcstg. Co., Algona, Iowa—granted motion for continuance of hearing from Oct. 27 to Nov. 25 re its am application. Action Oct. 24.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Issued order which shall govern course of proceeding to extent indicated therein re ch. 10 proceeding, Parma-Onondaga, Mich., involving applications of Triad Television Corp. Action Oct. 24.

By Hearing Examiner H. Gifford Irion

Statesville, N. C.—Upon oral request of counsel for Statesville Bcstg. Co., Statesville, N. C., ordered that hearing now scheduled for Nov. 1 re application of **WDBM Statesville, N. C.,** is continued to Nov. 2. Action Oct. 24.

By Hearing Examiner Hugh B. Hutchison

WMEX Boston, Mass.—Denied motion for continuance of hearing for period of approximately 30 days from Oct. 25 re its application for renewal of license. Action Oct. 21.

By Hearing Examiner Herbert Sharfman

KOAT Albuquerque, N. M.—Granted oral request for further continuance of hearing re am applications for cp and license to cover. Hearing now scheduled for Nov. 15 is continued to Feb. 13, 1956 and from Nov. 14 to Feb. 10, 1956 for exchange of exhibits. Action Oct. 21.

By Hearing Examiner J. D. Bond

Radio Assoc. Inc., Biloxi, Miss.—Granted petition for continuance of commencement of further hearing from Oct. 31 to Jan. 9, 1956, at 10 a.m., in Biloxi re ch. 13. Action Oct. 19.

October 26 Applications

Accepted for Filing

Modification of Cp

WKVM San Juan, Puerto Rico—Seeks mod. of cp (which authorized power, frequency and equipment changes) for extension of completion date.

WDAK-TV Columbus, Ga.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to May 22, 1956.

WTHS-TV Miami, Fla.—Seeks mod of cp (which authorized new noncommercial tv station) to extend completion date to May 11, 1956.

Cp

WEAM Arlington, Va.—Seeks cp to replace expired cp which authorized change from DA-1 to DA-2.

Broadcast Bureau Decisions

Actions of October 20

WSLA Montgomery, Ala.—Granted extension of completion date to April 24, 1956.

WKKO Cocoa, Fla.—Granted license to cover cp which authorized power increase.

WTAG Worchester, Mass.—Granted license to cover cp which authorized DA-N system changes.

WGTO Haines City, Fla.—Granted license to cover cp which authorized new am station.

WTAM-FM Cleveland, Ohio—Granted extension of completion date to Dec. 22.

WSGN-FM Birmingham, Ala.—Granted extention of STA to remain silent to Dec. 17.

Actions of October 24

KGTV Superior, Wis.—Granted extension of completion date to Jan. 16, 1956.

KOOL-TV Phoenix, Ariz.—Granted extension of completion date to May 20, 1956.

Actions of October 26

WTHS-TV Miami, Fla.—Granted extension of completion date to May 11, 1956.

WKAT-FM Miami Beach, Fla.—Granted mod. of cp to extend completion date to May 12, 1956.

KUHF (FM) Houston, Tex.—Granted license to cover cp.

WHAB Baxley, Ga.—Granted license to cover cp which authorized power increase.

KAYT Rupert, Idaho—Granted license to cover cp which authorized new am station.

WCRE Cheraw, S. C.—Granted license to cover cp which authorized power increase.

WBOB Galax, Va.—Granted license to cover cp which authorized change frequency, increased power and change hours of operation.

UPCOMING

OCTOBER

Oct. 31-Nov 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York.

NOVEMBER

Nov. 2: RAB Clinic, Oklahoma City.
Nov. 3: RAB Clinic, Kansas City, Mo.
Nov. 4: RAB Clinic, Des Moines, Iowa.
Nov. 6: Indiana Radio-Tv Newsmen Semi-Annual meeting, WIRE Studios, Indianapolis.
Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.

NARTB Regional Meetings

Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Time to Retire the Sixth Report

ONE must be drawn to the view that the FCC is flying off in all directions in its zeal to come up with the right answer on tv allocations. Certainly it is clear that the commissioners are at odds as to how best to do the job.

The commission, we deign to suggest, is trying to accomplish too much too fast (if we forget about the weeks of treading water since last summer). This complex problem is not susceptible to quick handling in one action or order. There are too many opportunities to throw blocks which might bring another freeze.

Without attempting to mastermind, we should like later to project a few questions, in the hope that the answers might lead the FCC toward the goal it seeks.

The FCC proposes to consider forthwith rule-making procedure, presumably to receive the CBS, ABC, Crosley, Mullaney-Welch, Mott & Morgan, RETMA and other proposals dealing with the vexing problem. Thus, we assume, it would parry the charges that some of its recent conferences constitute *ex-parte* intervention and violate everything from the Administrative Procedure Act to the Constitution.

The present crisis stems from the Sixth and Final Television Report of 1952. After three years, it turns out that this allocation plan did not achieve optimum results, that intermixture was a mistake, and that the engineering standards are not now all they should be. But the Sixth Report did result in expediting television service so that there are now 454 stations on the air, with 32 million tv homes. Despite the travail, controversy and political intrigue which followed, this record of achievement in three years is a modern miracle in business and industry.

With this prelude, here are our questions:

Instead of rule-making narrowed to receive the various proposals, why not one which would do that and also retire the Sixth Report and Order (except for those cases still in hearing status which would be carried to decision)?

Then why not revert to the pre-tv (and pre-fm) procedure of considering applications on a case-by-case basis, under rigid engineering standards which would take into consideration the experience of these past three years by repairing existing standards as to separations, coverage, etc.?

Why attempt to determine whether uhf or vhf should survive when it is evident that both services are needed to provide adequate potential service; when more and more uhf stations are turning the economic corner and there's no pressure to relinquish uhf space?

Why not take advantage of the offer of RETMA to make measurements of effective coverage of uhf broadcasting (and maybe vhf too) so that these can later be implemented in engineering standards where deemed desirable?

These questions are posed with the realization that all of the answers are not immediately evident. They are posed because we feel that the Sixth Report has served its ends, usefully, when the whole broad tv structure is appraised. It would mean that in future proceedings, instead of what we have called a "planned economy," applications would be filed for facilities, vhf or uhf, where the applicants feel the opportunities are best. They would not be anchored arbitrarily to geography, but to engineering standards and the willingness of the applicants to take the economic risks involved. There would be no educational or other reservations.

Under such procedures, used in the formative years of am broadcasting, the world's most efficient radio service was built. In tv, a good foundation toward nationwide, competitive service has been laid, though many aspirants suffered severely in the process.

The Sixth Report and Order, with all its shortcomings, made this possible. It seems to us it's now time to retire the Sixth Report and let the natural law of *free* enterprise and competition govern in bringing to all America full, efficient and competitive tv service.

Legalized Maliciousness

IT IS easy to understand why many business interests are urging revision of the national labor law, the Taft-Hartley Act. Broadcasters have special reason to be aware of at least one of the law's shortcomings.

As now written and interpreted the act forbids the use of secondary boycotts, but that prohibition does not extend to another kind of boycott which, to us, seems to vary slightly, if at all, from the secondary boycott but, to lawyers, is different enough to justify its legality. That is the "consumer boycott" which has come into standard use as a weapon in broadcast labor disputes.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"We've bought a color tv set, doctor, and watching those food commercials makes staying on a diet impossible!"

The consumer boycott as used in broadcasting may be described simply as an effort by the union to persuade sponsors to cancel their advertising on stations with which the union is in dispute. Its latest application was in Michigan against four Fred A. Knorr radio stations by the National Assn. of Broadcast Employes & Technicians. An interesting, not to say deplorable, feature of that boycott was that NABET enforced it against four Knorr-owned stations although its dispute was confined to one.

With the assistance of the CIO and AFL in Michigan, NABET conducted what it frankly called a campaign of economic pressure, and the union claimed to have succeeded in drawing business off the stations.

A campaign of that kind may not be illegal but it is certainly malicious. In a sense it is as destructive as the sabotage of equipment in a strike. A station can be put off the air by business failure as surely as by technical failure.

It will do no lasting favor to either unions or broadcasters if this sort of tactic can continue to be used.

McNamara's Brand

NOT unexpectedly, newspapers have widely played a story quoting the president of the National Tea Co. grocery chain as saying that newspapers were a better advertising medium than radio and television.

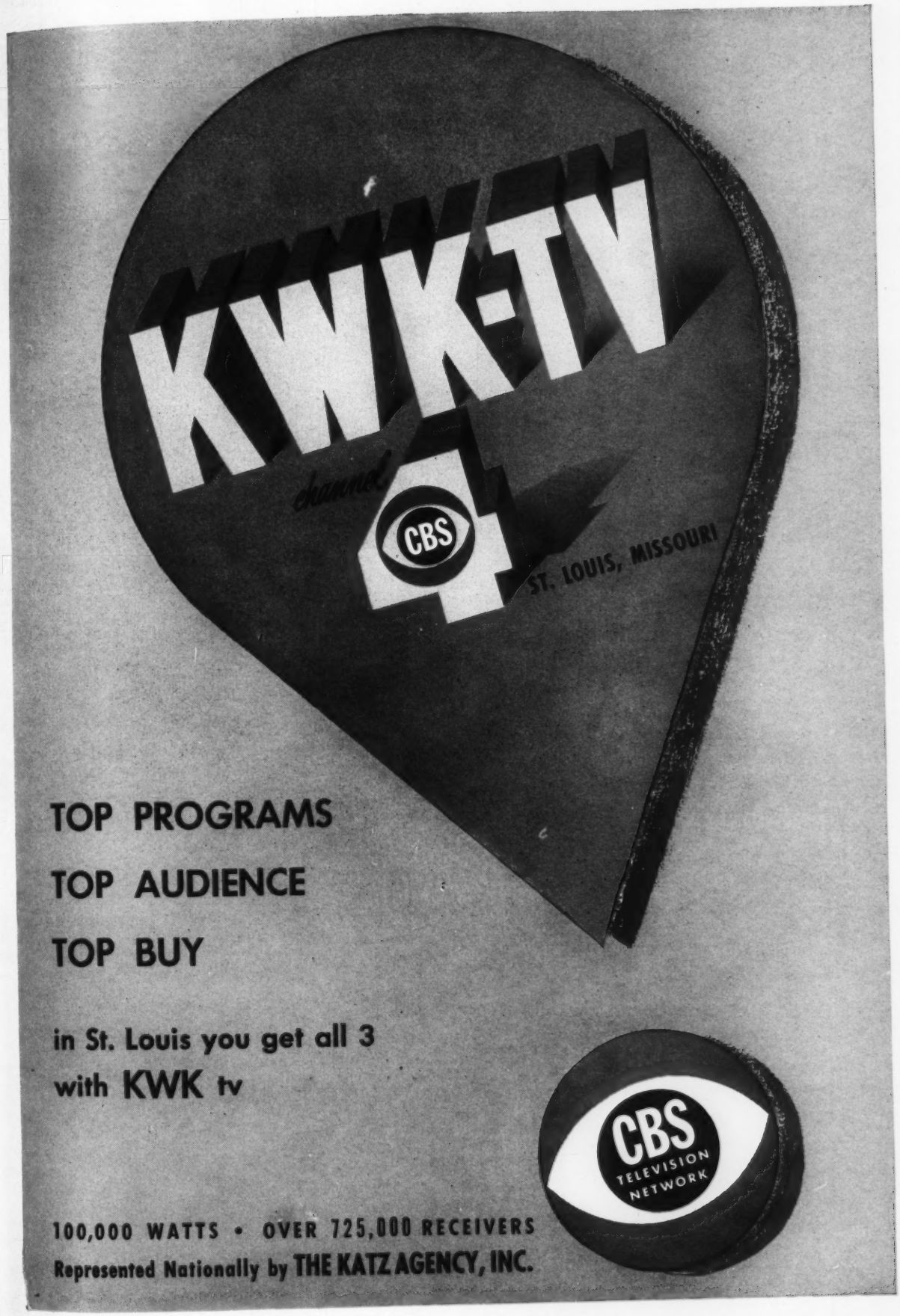
H. V. McNamara, the grocery president, made his remarks before what must be presumed to have been a sympathetic audience at the annual meeting of the Inland Daily Press Assn. in Chicago.

An AP story quoted him in part: ". . . It would appear to us that the retailers of America should know where they get the most productive results from their hard-earned advertising dollar. Why, then, if the national advertiser respects to any degree the intelligence of the retailer, should he be spending more for radio and television advertising than he is for newspaper advertising?"

If we were to intrude with an answer to Mr. McNamara's question it would be that the very national advertisers he was talking about do indeed respect the intelligence of retailers and because of that respect are betting heavily on radio-tv.

Grocery chains and supermarkets constitute the second biggest block of local radio advertisers, their spending, as a group, exceeded only by that of automotive dealers. That fact was turned up in a national survey of local business by Radio Advertising Bureau [B•T, Aug. 15], which Mr. McNamara would find enlightening reading.

In case Mr. McNamara wonders why some of his competitors' business is booming, he might find the answer in their increased use of the media he scorns.


KWK-TV
channel 4
CBS
ST. LOUIS, MISSOURI
TOP PROGRAMS
TOP AUDIENCE
TOP BUY
in St. Louis you get all 3
with KWK tv
CBS
TELEVISION
NETWORK
100,000 WATTS • OVER 725,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.